



"APPLE BLOSSOMS" BY J. CARRIER... NEWEST IN OUR FINE ART SERIES... DESCRIBED AND SOLD ON PAGE 744

SPRING AND SUMMER 1946

*Sears, Roebuck and Co.*

SATISFACTION GUARANTEED OR YOUR MONEY BACK

EVERYTHING WE SELL  
IS AVAILABLE ON  
**Easy Terms**  
SEE INSIDE BACK COVER

Notice to customers: No price for any article listed or described herein exceeds the ceiling price for that article, as determined under the applicable maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with statement of our maximum prices on any of the commodities listed about which you inquire. Sears, Roebuck and Co.

**Kerrybrooke** OUR OWN TRADE MARK **\$5.98** Each

Sears Famous Misses' Dresses

**Look for the name Kerrybrooke  
..do you know what it means?**

It means more for your money in tested quality fabrics . . better making in every stitch. Just turn a Kerrybrooke inside out and see the superior detailing. neatly pressed pinked seams with material allowed for "letting out" at sides. Blind stitched sleeve and skirt hems, 2-inches deep for lengthening. Waistlines, yokes and shoulder seams are taped or double stitched. Close-stitched button-holes are uniformly spaced; reinforced belts; fine quality shoulder pads. It proves again, when you buy your fashions at Sears, you save every time.



Mallinson's Kameo Sheer rayon . . an even-weave sheer with lots of body . . is well known to Sears customers for good hang, long life. That's why we've teamed it with our outstanding Kerrybrookes.

Dresses on these 2 pages available after Feb. 1, 1946

- A** Shirtwaist in Kameo sheer rayon melts into soft, lovely lines and makes fashion headlines. Notice the gently curved collar . . curved slit sleeve . . double-curved set-in pockets. Contrasting belt has self tie. Unpressed front pleats on skirt. Dry clean. *Sizes:* 12, 14, 16, 18, 20; *scale, page 13. State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4200-Aqua blue      ♦31 E 4202-Medium gray  
 ♦31 E 4201-Bright yellow      Each . . . . . \$5.98
- B** Bow-tied casual is smart any time, any where. Dainty scallops close waist . . edge cap sleeves and set-in pockets. Neck shirring sweeps into waist darts for new softness. Unpressed pleats trim skirt front. Talon zipper placket. Kameo sheer rayon. Dry clean. *Sizes:* 12, 14, 16, 18, 20; *scale, page 13. State size.* Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4205-Bright yellow      ♦31 E 4207-Aqua blue  
 ♦31 E 4206-Medium gray      Each . . . . . \$5.98
- C** Button-dress with daring originality sweeps diagonally across to kimono sleeve, then buttons to hem. Huge pocket-on-square is played up with white scroll embroidery. Off-center front shirring on slim-hanging skirt. Kameo sheer rayon. Dry clean. *Sizes:* 12, 14, 16, 18, 20; *scale, page 13. State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4210-Medium gray      ♦31 E 4212-Bright yellow  
 ♦31 E 4211-Aqua blue      Each . . . . . \$5.98

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**A** Shirtwaist melts into soft, lovely lines **\$5.98**



# Modern chrome and steel . . . for lustrous home beauty

Choose famous Harmony House quality . . . gleaming plastic, porcelain enamel and wood table tops protected by stain and heat-resistant finishes



Quality chrome plate—tested in Sears own laboratories to make sure it will meet rigid specifications for wearing quality—offers long-lasting beauty for your home. Greater rust-resistance—heavy chrome plating over nickel plated seamless steel tubing assures a gleaming surface that will wear for years without rusting.



**\$4.89**  
Each

When sold  
in pairs

**4 for \$19.56**

## Smart chrome Chair with comfort-curved back

A masterpiece of modern chair-making! All the sturdiness that welded steel can give, plus the lasting beauty of tested chrome plate and bright red artificial leather—combined in one smartly styled chair. The heavy 1-inch seamless steel tubing, chrome plated over nickel to resist rust. The thickness of the plating is extra assurance of years of wear.

Nine-inch back is specially built on a curve for better support, greater comfort; both back and 15x14-in. seat are well padded and upholstered in washable red artificial leather. Back height, approximately 31 in. Shipped by freight or express. See the saving you make when you order chairs in pairs.

EM 2845—Two Chairs. Shpg. wt., 30 lbs. . . . \$9.78  
Chair only. Shipping weight, 15 pounds. . . . 5.50  
of four Chairs. Shpg. wt., 60 lbs. . . . 19.56

## A Solid oak top . . . perfectly styled **\$39.95** Choice of two smart finishes

Only \$5 Monthly

Dress up your breakfast room with beautiful oak—plus gleaming chrome and artificial leather. Extra large table (46x34 in.; extends to 56 in. with 10-in. leaf) has heat, water and stain-resistant finish on solid kiln-dried oak top. Sturdy tubular steel legs, heavily chrome and nickel plated. Chairs have padded seats, curved backs, gaily upholstered; stencil decoration. Chair ht., 32 in.; seat, 15x15 in. Choose either natural tan or lime oak table with red upholstery. *State table finish.* Shipped from near Chicago, Ill. by freight or express.

1 EM 2827F—5-piece Set: Table, 4 chairs. Shpg. wt., 150 lbs. . . . \$39.95

## B Heat-resistant porcelain enamel top **\$54.95** Side-extension leaves for extra room

Only \$5 Monthly

Sturdily built for everyday use in kitchen or dinette, smartly designed for up-to-date efficiency. Table has heavy baked-on porcelain enamel top that will stay good looking because it is heat, chip and stain-resistant. Roomy side-extension leaves; hairpin-type tubular steel legs; heavy chrome and nickel plating protects legs from rust. Utensil drawer. Chairs covered with washable red and beige (lt. tan) artificial leather, padded for comfort. Table top, 40x25 in. closed; 45x40 in. open. Chair ht., 31 in.; seat, 15x15 in. Shipped from factory near Chicago, Ill. by freight or express.

1 EM 2822F—5-piece Set: Table, 4 chairs. Shpg. wt., 155 lbs. . . . \$54.95

## C Modern laminated plastic top **\$54.75** Side-extension leaves open to 43x40 in.

Only \$5 Monthly

Shining beauty in a table top of laminated plastic, the strong new material that resists heat, chipping, and stains from household acids—a pleasure to use because it is so easy to keep clean. Lustrous red linen-effect finish of the top and gleaming chrome of the hairpin-style legs will add a colorful accent to your dinette. Top has equalizing plastic sheets top and bottom to guard against warping. Utensil drawer. Convenient side-extension leaves add almost  $\frac{3}{5}$  more space. Chairs colorfully upholstered in bright red artificial leather, padded for comfort. Curved backs padded with contrasting color welting. Heavy, wear-resistant upholstery easily cleaned. Table and chairs have seamless steel 1-in. tubular legs, heavily chrome and nickel plated. Table measures 40x25 in. (43x40 in. with 2 leaves); chair ht., 32 in.; seat 15x15 in. Shipped from stock by freight or express.

1 EM 2828—5-piece Set: Table, 4 Chairs. Shpg. wt., 155 lbs. . . . \$54.75  
Chair only. Shipping weight, 15 lbs. . . . 5.95

## D Finest all-steel Kitchen Stool **\$4.98** Flared semi-tubular legs . . . won't tip

Each

The best kitchen step stool we've ever seen! It has everything—super-strength, safety features, comfort and durability, plus good looks. All edges rounded, no rough places to scratch or tear. Will not tip even when you sit or stand on edge of seat—holds over 350 lbs. Steps lock firmly, will not fall out; rubber treads. Washable, chip-resistant baked-on finish, choice of red, black or blue, all with white trim. Seat size, 14x11½ in.; height, 24 in. Legs, 1½ in. in diameter.

1 E 01700—Shpg. wt., 16 lbs. Mailable. Please state color. . . . \$4.98

# Harmony

## Styled for t

# ast nooks

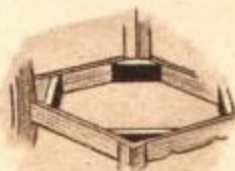
# ing room

## Built for years of service and satisfaction

One extra leaf fits firmly into easy-to-open extension top for more roomy seating space. Open, seats six with plenty of extra room; closed, seats four.



Full box seats have glued-in double dowel construction, heavy hot glued corner blocks for additional strength at all points of strain.



Long posts extend from floor to top of chair. Built with this solid one-piece post construction to give chair additional strength, rigidity.



Sturdy stretchers are hot-glued to help brace legs to give overall strength and rigidity to entire chair for years of constant family use.

### Traditional design Large seating space

**\$55.50** 5 pieces  
Cash as listed  
\$5 monthly

- Larger—top surface 50x35 inches
- Heavier—more massive design
- More attractive—richly carved

Handsome set for the homemakers who prefer the more massive traditional carved design as well as the space saving features so necessary in a modern American home. The generous proportions of the table and chairs will give your breakfast room or dinette an air of gracious hospitality beside extra seating space for comfort. The limed oak or natural tan finish will retain its fine appearance for years and will give your room a bright and cheerful look. Wax occasionally to preserve finish. Set constructed of kiln-dried solid oak for constant use—you will appreciate its sturdiness in years to come.

**Table**—planned with more generous seating space. Extension top, 50x35 inches. With one 8-inch leaf, table measures 58 inches. Deep shaped apron with rounded corners adds to sturdiness, heavier, reinforced legs.

**Chairs**—Strongly built with continuous back posts; broad, shaped panel back. Full box seat covered in colorful artificial leather. (Sorry, no choice of color.) Sturdy stretchers for added rigidity. Seat, 17x15 in. Height, 35 in. Shipping weight, 138 pounds. *State finish.* 1 EM 2605—5-pc. Set: Table and 4 Chairs. \$55.50 Set shipped by freight or express from stock.



### Modern Dinette Set Table 45x32 inches

**\$44.50** 5 pieces  
Cash as listed  
\$5 monthly

- Space saving—see dimensions
- Sturdy—built of solid oak
- Two finishes—limed or natural oak

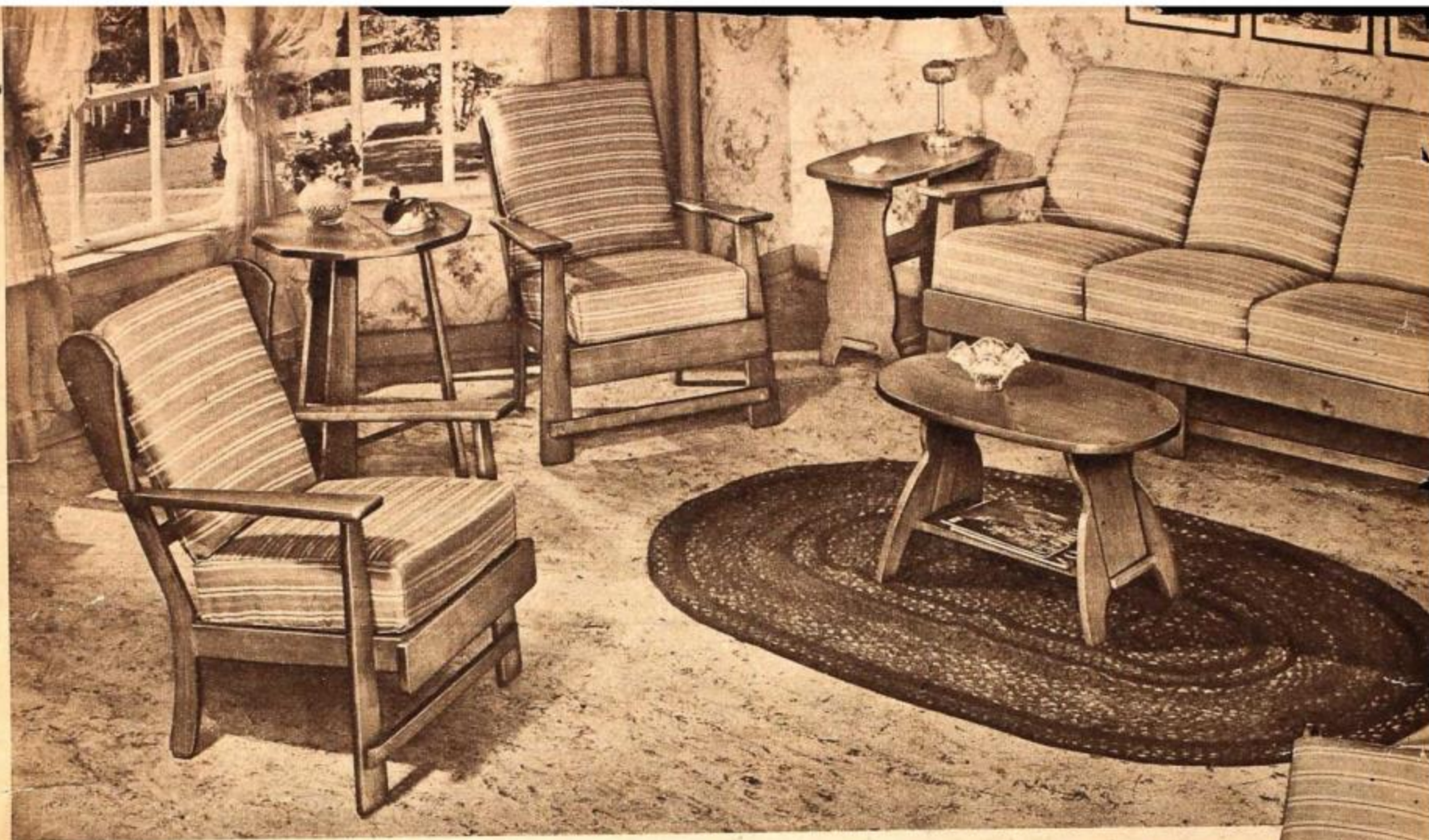
Homemakers whose kitchen or dinette is the center of family activity... for meals, for study, or for games... will recognize that this set is sturdily built to withstand hard family usage. Constructed of kiln-dried solid oak and finished in choice of natural or limed oak (warm beige color). Will retain its freshness longer if waxed occasionally. Smart two-tone stencil decoration adds a gay note of color. Set looks so smart you'll want to spend more time in your kitchen or dinette. All pieces have trim lines and are built man-size for comfort, for extra convenience.

**Table**—generous size with recessed top; shaped legs and corner brackets. Legs are corner blocked for greater rigidity. Top size, 45x32 inches. Extends to 52 inches with one 7-inch leaf which is included.

**Chairs**—are sturdily built with continuous back posts. Full box seats covered in red or medium blue artificial leather. Seat, 17x14 inches. Height, 35 inches. Shpg. wt., 118 lbs.

1 EM 2621—Table, 4 chairs. *State finish.* \$44.50

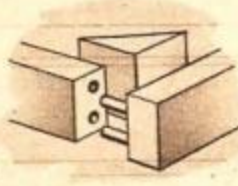




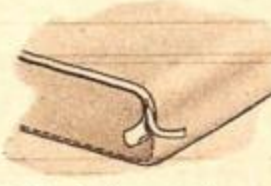
## Choose maple for Colonial charm Ruggedly built, with spring seats



**Spring-filled cushions** give neat, trim lines. Thickly padded, resilient coils for true comfort



**Double doweled joints**—2 wooden pegs fitted and hot-glued into frame to absorb strain and pressure



**Self-welted seams** give a neat tailored appearance. Help hold shape of tapestry, and make a smart trim



Platform Rocker  
\$21.95

Create a charming effect for your living room with this well styled group. Selected hardwood, finished in ruddy Priscilla maple. Wide flat arms; carefully padded seat and back cushions, coil spring filled for comfort. Figured cotton tapestry cover in wine red or medium blue. Shipped by freight or express from factory near Newark, N. J.

1 EM 5004F—Please state pieces and color desired; wine red or medium blue

Arm Chair. Seat, 18½x18 in.; width, 27½ in.; height, 32½ in. Shpg. wt., 40 lbs.	\$17.95
Wing Chair. Seat, 18½x18 in.; width, 27½ in.; ht., 33½ in. Shpg. wt., 45 lbs.	18.95
Davenport. Seat, 56x18 in.; length, 65 in.; height, 32½ in. Shpg. wt., 80 lbs.	36.95
2-piece Suite: Davenport and Arm Chair. Shipping weight, 120 pounds.	53.95
3-piece Suite: Davenport, Arm and Wing Chairs. Shipping weight, 165 pounds.	71.95

Three maple finished hardwood Tables. Shipped by freight or express from stock.

1 EM 5005—End Table. Top, 25x14 in.; height, 23 in. Shipping weight, 12 lbs.	\$7.19
1 EM 5006—Lamp Table. Top, 22x22 in.; height, 27 in. Shipping weight, 15 lbs.	9.49
1 EM 5007—Coffee Table. Top, 30x18 in.; height, 17 in. Shipping weight, 18 lbs.	10.29

**Platform rocker**, designed for comfort. Resilient springs in deeply padded seat and back cushion. Wide flat arms. Solid hardwood frame finished in ruddy maple; figured cotton tapestry cover. Seat, 19½x19 in.; ht., 35 in. *Please state color: wine red or medium blue.*

1EM5078F—Shpg. wt., 55 lbs. Shipped by freight or express from factory near Newark, N.J. \$21.95

**Rocker or chair** constructed of maple finished hardwood, with cotton tapestry upholstery. No-sag spring seats. Seat size: 22½ in. wide, 19½ in. deep; height, 34 in. *Please state color: wine red or medium blue.* Shipped by freight or express from stock.

1 EM 5039—Rocker. Shpg. wt., 22 lbs. \$13.95 1 EM 5038—Chair. Shpg. wt., 22 lbs. \$12.95



Rocker \$13.95  
Chair \$12.95



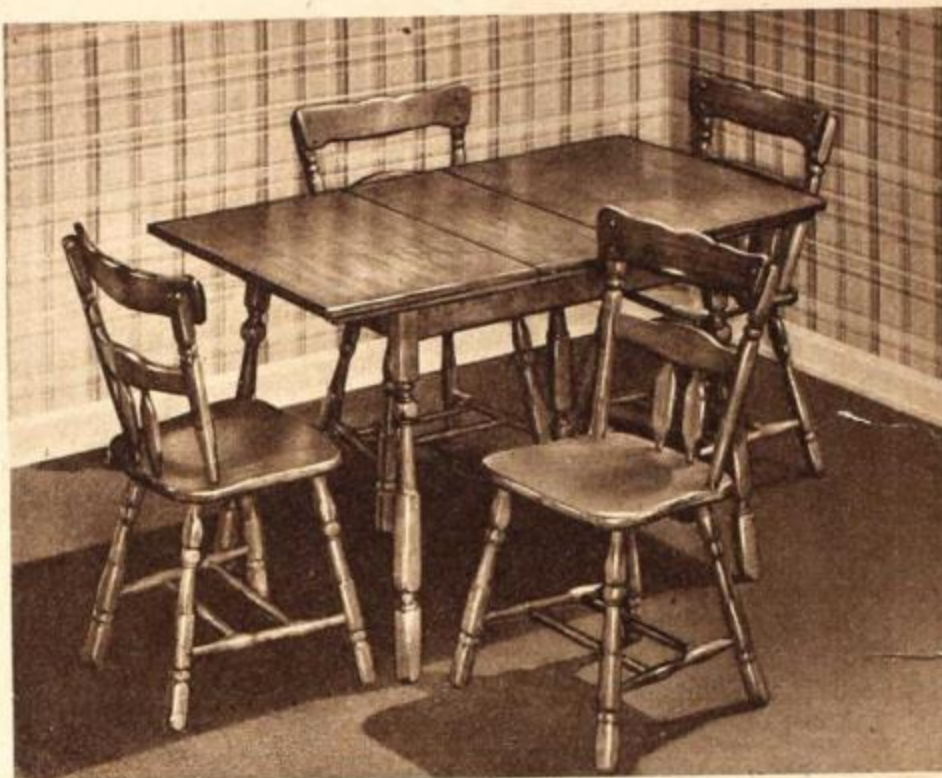
## Extension tops give extra seating space

Six styles to choose from, each guaranteed to make your dinette or kitchen more colorful, more attractive. Sets are compact in design for the smaller room, but each table opens up to seat six comfortably. Sturdily built of seasoned oak, or birch and maple to withstand hard family use. Sets on this and opposite page are shipped by freight or express from stock in Mail Order House.



**Junior Dining Set—50x36-in. Table** **\$56.50** Cash \$5 Monthly

Classic Tudor style in solid oak with eight-leg table construction; natural finish. Floral stencil design on table top. Decorative carving on deep apron, table legs and chair. Table, 50x36 in.; opens to 60 in. with one 10-in. extension-leaf. Heavy duty corner blocks brace legs for greater rigidity. Chairs have one-piece back posts. Removable slip seats covered in coral color (yellowish red) artificial leather. Seat, 17 $\frac{1}{4}$ x15 $\frac{1}{2}$  in.; back ht., 17 in. 1 EM 2642—5-piece Set: Table and 4 Chairs. Shpg. wt., 145 lbs. .... \$56.50



**Extension type Colonial Dinette Set**

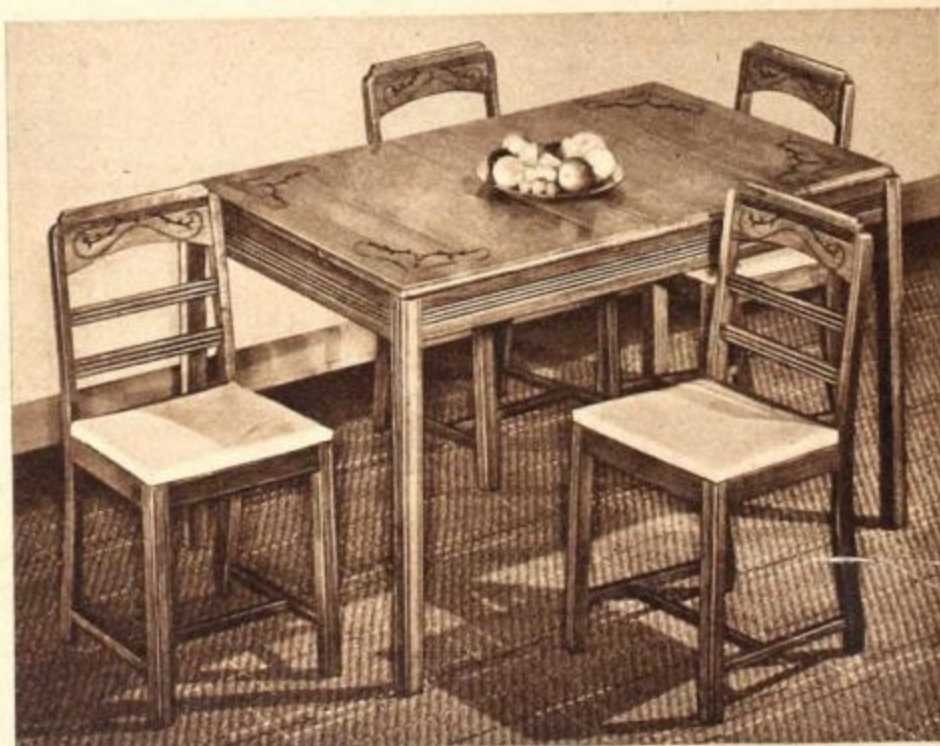
**\$39.95** Cash \$5 Monthly

The authentic Early American styling of this dinette set will give your room an atmosphere of quaint charm. Neat and compact for the smaller dinette or kitchen but table seats six comfortably when extended. Made of birch and maple with a lovely Priscilla maple (reddish brown) finish. Attractive club type turned legs on table and chairs. Stretchers for additional strength. Table top, 38x28 in.; extends to 48 in. Seats are 16x14 $\frac{1}{2}$  in. Height of back from seat, 16 $\frac{1}{2}$  in. 1 EM 2652—5-piece Set: Table and 4 Chairs. Shpg. wt., 92 lbs. .... \$39.95



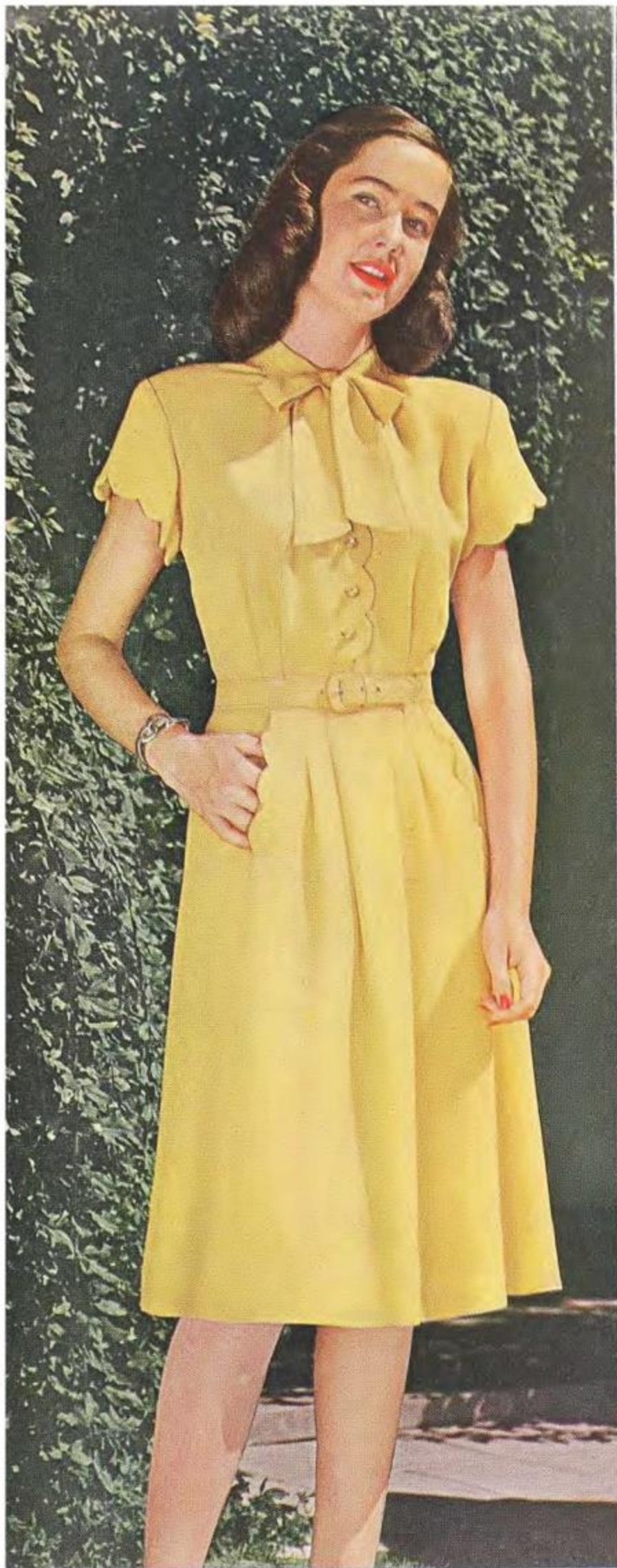
**Colonial Dinette Set—rugged construction** **\$47.95** Cash \$5 Monthly

Farmer style with mellow golden maple finish that will retain its fine appearance for years. Rectangular table is 42x30 in.; opens to 64 in. with two end leaves. Held in place by patented metal grips. Constructed of birch and maple for hard use. Cross braces under table top help prevent warping; deep apron and heavy duty corner blocks screwed to legs add to rigidity. Chairs have one-piece back posts. Saddle seat, 17 $\frac{1}{4}$ x14 $\frac{1}{2}$  in.; ht., 33 $\frac{1}{4}$  in. 1 EM 2638—5-piece Set: Table and 4 Chairs. Shpg. wt., 122 lbs. .... \$47.95



**Solid oak Dinette Set . . . 40x32-in. table** **\$34.95** Cash \$5 Monthly

Compact style for the smaller dinette or kitchen. Constructed of well seasoned oak; natural tan finish. Gay stencil design adds a lively note of color. Recessed table top is 40x32 in.; extends to 50 in. with one 10-in. leaf. Note attractive fluted lines and reeded legs on table and chairs. Chairs have strong box seats securely corner blocked. Slip seats padded and covered in brightly colored artificial leather. (Sorry, no choice of color.) Seat, 16x14 inches. Height, 32 $\frac{1}{4}$  in. 1 EM 2639—5-piece Set: Table and 4 Chairs. Shpg. wt., 110 lbs. .... \$34.95



**B** Bow-tied casual with smart scallop trim **\$5.98**



**C** Button-dress slips on in jiffy-quick time **\$5.98**

All Kerrybrookes are available on Sears Easy Terms. See inside back cover for complete details.

ALL PAGE 3 . . DRESSES

**Kerrybrooke** OVER 2000 TRADE MARKS **\$5.77** Each

Sears Famous Misses' Dresses

*Stunzi's rayon gabardine is the season's most popular fabric... little wonder, it wears well, sheds wrinkles easily and lends itself beautifully to Sears fine Kerrybrooke tailoring, specified below*

- WAISTLINES, YOKES and shoulder seams are taped
- ALL SEAMS pinked. Side seams are pressed open and  $\frac{3}{8}$ -inch wide to allow for easy letting out
- SLEEVE BOTTOMS have deep, blind stitched hems
- SKIRT HEMS blind stitched, 2-inches deep for lengthening. • Fine stitching throughout
- SHOULDER PADS of fine quality are detachable
- CLOSE-STITCHED BUTTONHOLES are uniformly spaced
- NATIONALLY KNOWN laboratory tested fabrics

Dresses on these 2 pages available after Feb. 1, 1946

**[A]** Shirtwaist dress is distinguished by casual simplicity. Single button closes fitted bodice. 3 button pockets, side gathers, kick pleat, trim skirt front. Twin-buckle belt. Smooth side placket closing. Rayon gabardine. Dry clean. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 13. *State size.* Shipping weight, 1 lb. 8 oz.

♦31E4215-Medium green ♦31E4217-Melon (bright rose)  
♦31E4216-Beige (light tan) Each.....\$5.77

**[B]** A casual gem with heart-shaped neckline and new squared yoke that buttons. Kick-pleat on skirt front. Side button pockets. Contrasting novelty belt matches buttons. Smooth side placket closing. Rayon gabardine. Dry clean. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 13. *State size.* Shipping weight, 1 lb. 8 oz.

♦31E4220-Beige (light tan) ♦31E4222-Mediumgreen  
♦31E4221-Melon (bright rose) Each.....\$5.77

**[C]** Button-front favorite dramatizes kimono sleeves with button-trimmed triangular fold. Waist darts and side shirring on skirt front give it the season's softer look. Rayon gabardine. Dry clean. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 13. *State size.* Shipping weight, 1 lb. 8 oz.

♦31E4225-Melon (bright rose) ♦31E4227-Beige (light tan)  
♦31E4226-Medium green Each.....\$5.77



**[A]** Shirtwaist dress has casual simplicity **\$5.77**



**B** Casual gem with heart-shaped neckline \$5.77



**C** Button-front favorite dramatizes sleeves \$5.77

Does your order total \$10 or more? Sears Easy Terms are available—see inside back cover.

PCBSKMN PAGE 5 . . DRESSES

**Kerrybrooke** \$5<sup>77</sup> Each

Sears Famous Misses' Dresses

**Mallinson's Rayon Bermuda  
broadcloth in exciting new  
prints . . tailored to Sears  
superior standards . . Hand  
washable; use gentle Lux**

- WAISTLINES, YOKES and shoulder seams are taped
- All SEAMS pinked. Side seams are pressed open and  $\frac{3}{8}$ -inch wide to allow for easy letting out
- SLEEVE BOTTOMS have deep, blind stitched hems
- SKIRT HEMS blind stitched, are 2 inches deep for lengthening. • Fine stitching throughout
- SHOULDER PADS of fine quality are detachable
- CLOSE-STITCHED buttonholes are uniformly spaced
- NATIONALLY KNOWN laboratory tested fabrics



MALLINSON'S Rayon Bermuda is a quality fabric that stands up to washing without losing its crispness or beauty. That's why it merits the fine tailoring that goes into Sears Kerrybrookes.

Dresses on these 2 pages available after Feb. 1, 1946

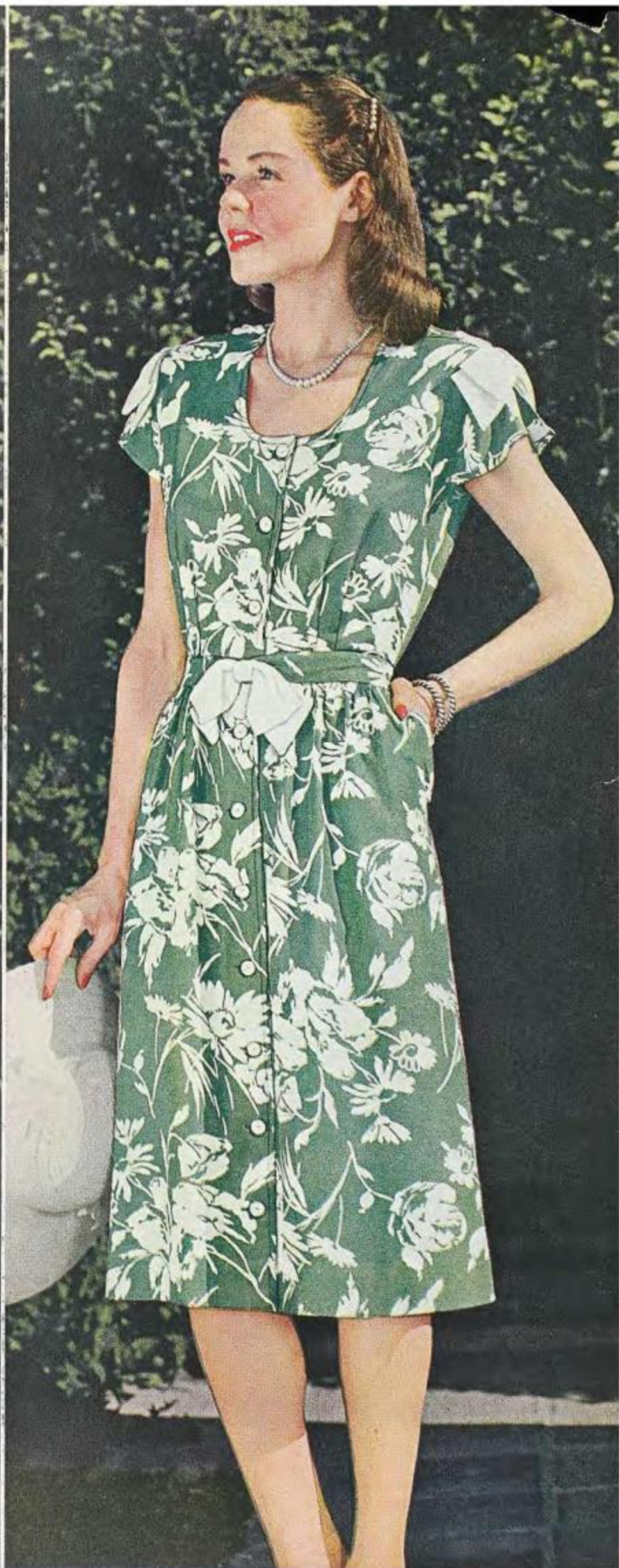
- A** Shirtwaist dress in white plaid on color ties in a flattering bow at neck. Covered buttons to below waist. Soft side gathers on front of slim-hanging skirt. Self buckle belt. Rayon Bermuda cloth. *Sizes:* 12, 14, 16, 18, 20; *scale* on page 13. *State size.* Shpg. wt., 1 lb. 8 oz.
- ♦31 E 4235-Light gray      ♦31 E 4237-Medium green  
♦31 E 4236-Melon (bright rose) Each . . . . . \$5.77
- B** Two-piecer in small floral print. Jacket has new fashion appeal with its smart gathered front peplum spiced with button-trimmed fold. Gored skirt. Self buckle belt. Rayon Bermuda cloth. *Sizes:* 12, 14, 16, 18, 20; *scale*, page 13. *State size.* Shipping weight, 1 pound 8 ounces.
- ♦31 E 4240-Melon (bright rose) ♦31 E 4242-Medium gray  
♦31 E 4241-Aqua blue      Each . . . . . \$5.77
- C** Button-front with oval neckline is charmingly feminine. Lacing at shoulder ends in pert bow, right where sleeve is slit. Side pockets and shirring on skirt front; gored back. Rayon Bermuda cloth. *Sizes:* 10, 12, 14, 16, 18; *scale*, page 13. *State size.* Shipping weight, 1 lb. 8 oz.
- ♦31 E 4230-Medium green      ♦31 E 4232-Melon  
♦31 E 4231-Light gray      (bright rose) Each . . . \$5.77



**A** Shirtwaist dress ties in a flattering bow \$5.77



**B** Two-piecer in small floral print \$5.77



**C** Button-front with oval neckline \$5.77

Have all the gay spring and summer clothes you need—available on Easy Terms—see inside back cover.

ALL PAGE 7. DRESSES

**Kerrybrooke** OWN OWN TRADE MARK **\$4.98** Each

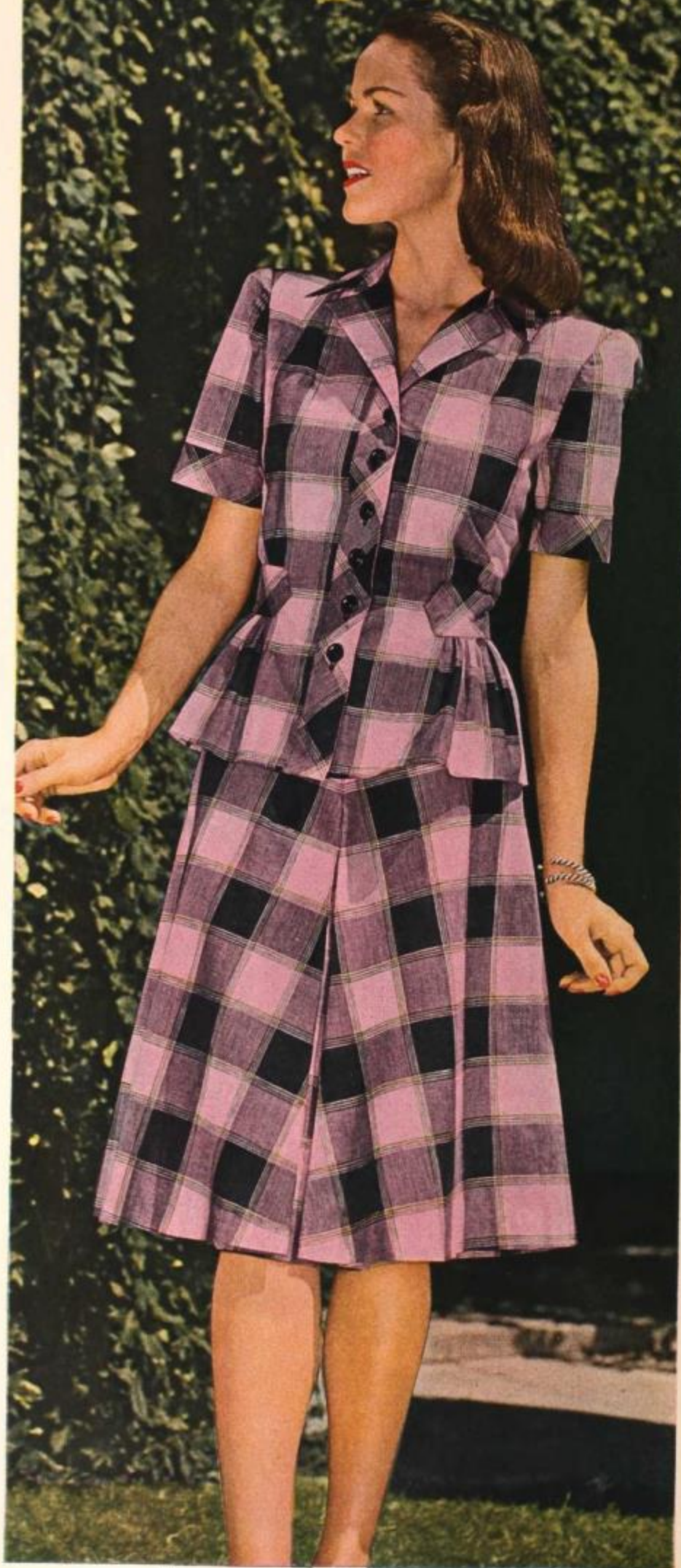
Sears Famous Misses' Dresses

**Two-piece Suit Dresses**  
**in our finest pre-shrunk**  
**GINGHAMS and SEERSUCKERS**  
*that hand wash beautifully*  
*.. use LUX; designed to give*  
*you the new silhouette ..*  
**tailored with Kerrybrooke**  
**quality features to give**  
**you a fine Sears value**

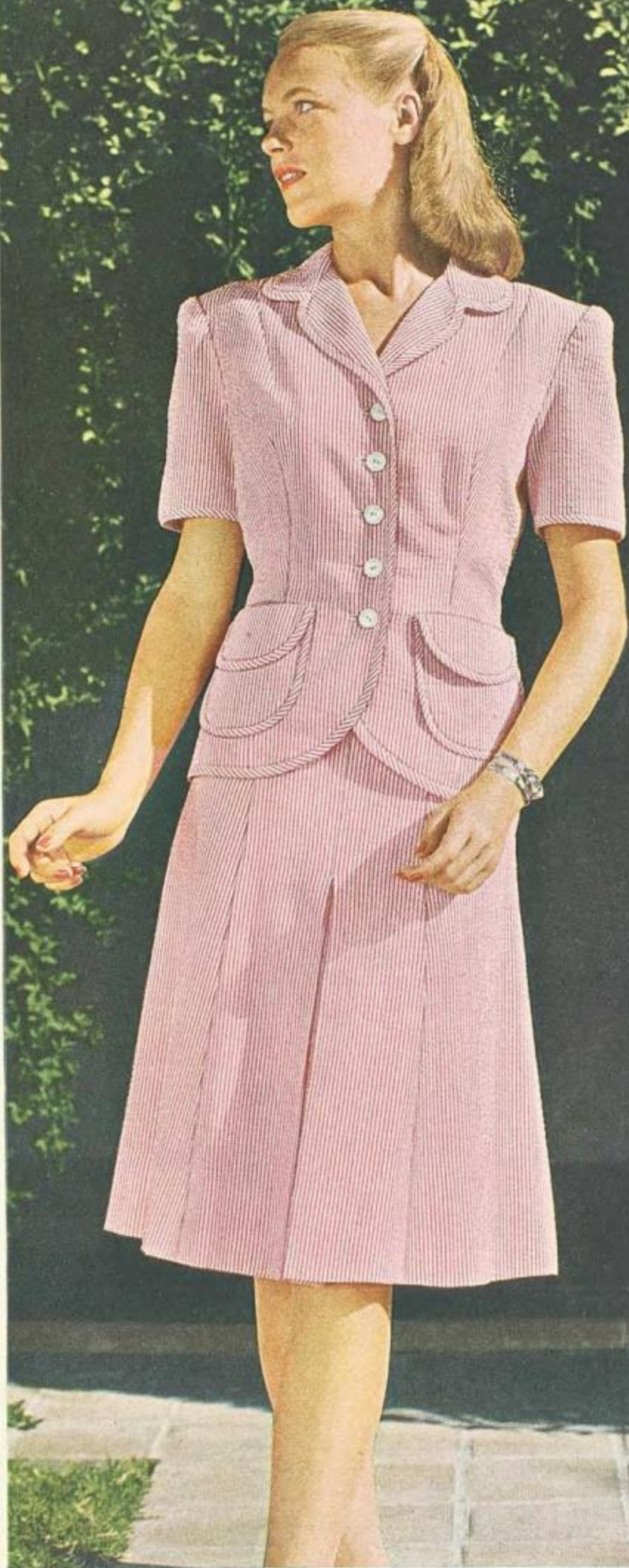
- ALL SEAMS are pinked. Side seams pressed open
- SKIRT HEMS are blind stitched and 2 inches deep for lengthening. Fine stitching throughout
- SHOULDER PADS of a fine quality are detachable
- BUTTONHOLES closely stitched for long wear
- NATIONALLY KNOWN laboratory tested fabrics

These dresses available after Feb. 1, 1946

- [A] Woven gingham, "A Dan River Fabric" in triple-color plaid. Soft peplum jacket is gathered at sides. Bias skirt. Pre-shrunk cotton (max. shrink. 3%). Sizes: 12, 14, 16, 18, 20; scale, page 13. *State size*. Shpg. wt. 1 lb. 10 oz.  
 ♦27 E 8200—Pink, black, green plaid.....\$4.98  
 ♦27 E 8201—Aqua blue, black, red plaid.....\$4.98  
 ♦27 E 8202—Yellow, black, red plaid.....\$4.98
- [B] Striped seersucker suit needs no ironing. Self bias edging sets off softly curved collar, jacket front and new curved pockets. Front kick-pleat on gored skirt. Pre-shrunk cotton (max. shrink. 3%). Sizes: 12, 14, 16, 18, 20; scale, page 13. *Please state size*. Shpg. wt., 1 lb. 10 oz.  
 ♦27 E 8203—Red and white ♦27 E 8205—Green and white  
 ♦27 E 8204—Brown and white. Each.....\$4.98
- [C] Checked seersucker styled with deep shoulder fold gives the new broad look. Front skirt pleats. No ironing, pre-shrunk cotton (max. shrink. 3%). Sizes: 12, 14, 16, 18, 20; scale, page 13. *State size*. Shpg. wt., 1 lb. 10 oz.  
 ♦27 E 8206—Brown and white check.....\$4.98  
 ♦27 E 8207—Red and white check.....\$4.98  
 ♦27 E 8208—Navy blue and white check.....\$4.98



[A] Woven Gingham two-piece suit dress \$4.98



**B** Striped Seersucker two-piece suit \$4.98



**C** Checked Seersucker two-piece suit \$4.98

Sears Easy Terms are available if your order totals \$10 or more. See inside back cover for complete details.

ALL PAGE 9 . . DRESSES



**CROWN *Soap 'n' Water* FABRIC... Tonespun Rayon in**  
**linen-like weave... unconditionally washable... in Misses' sizes**

**\$7.98**  
each

Available after February 1, 1946

These dresses have all the fine features of Sears outstanding Kerrybrookes, plus extra details of styling and tailoring that go into more expensive dresses. U-neckline dress, washable; neatly-

Roomy patch pockets with black novelty buttons are top fashion. Fitted bodice has pretty U-neckline. Gathered skirt front. *Sizes:* 10, 12, 14, 16, 18; scale, page 13. *State size.* Shpg. wt., 1 lb. 8 oz.

◆31 E 4260—Pink  
 ◆31 E 4261—Light yellow

◆31 E 4262—Light aqua blue  
 Each.....\$7.98

made self belt. Button-front dress, genuine black patent leather belt. Both dresses contain the best type top stitching throughout. Beautifully made self covered shoulder pads. Talon zipper plackets.

Button-front print ties in flattering bow. Waist gathers soften top. Set-in button pockets, off-center gathers on skirt front. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shpg. wt., 1 lb. 8 oz.

◆31 E 4265—Pink  
 ◆31 E 4266—Light yellow

◆31 E 4267—Light aqua blue  
 Each.....\$7.98



\*Reg. U. S. Pat. Off.

10... SEARS, ROEBUCK AND CO. = ALL

Catalog numbers marked ◆ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. See inside back cover for complete information on Sears Easy Terms.



**Stünzi's CAREER... a rich dull-surfaced rayon crepe  
that holds its shape... in dress-up successes for Misses**

**\$8.98**  
each



Dresses with all the fine features of Sears Kerrybrookes, plus the best type top stitching throughout with 12 to 16 stitches per inch... double stitched armholes... TALON zipper plackets

Fan-like collar caught with flirty bow is done in luscious pastel for dramatic contrast. Dart-fitted bodice. Dry clean. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4270—Black with light pink.....\$8.98  
 ♦31 E 4271—Navy blue with light blue.....\$8.98

... richness of fabric... the season's newest, soft styling for dress-up enchantment... these are combined to give you the extra details you would only expect to find in more expensive dresses.

Self peplum looped into lattice design gives a festive look to front of slim-hanging gored skirt. Soft V-neck ends in tiny folds perked with bow. Short cap sleeves. Self belt. Dry clean. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4275—Navy blue ♦31 E 4276—Medium gray. Each \$8.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. These dresses are available on Easy Terms... see inside back cover for complete details.

ALL PAGE II... DRESSES



**LABTEX butcher rayon, a Brighton fabric woven to**

**give the look and feel of linen.. Misses' sizes**

**\$7.98**  
Each

*It's a  
Brighton Fabric*  
BUTCHER RAYON

These dresses have all the outstanding features of Sears fine Kerrybrookes plus the best type top stitching throughout . . . with 12 to 16 stitches per inch . . . TALON zipper plackets . . . the newest colors . . . softer 1946 styling . . . and they're priced at only \$7.98, which shows again why smartly dressed, value-wise misses buy their fashions at Sears.

2-piece dress is delightfully feminine for all occasion wear. White embroidery trims kimono sleeves. Set-in belt ties in front; slimming peplum. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, opposite page. State size. Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4280—Deep aqua blue  
 ♦31 E 4281—Bright yellow  
 ♦31 E 4282—Melon (bright rose)  
 Each.....\$7.98

Button-front dress is fashion's newest beauty with gay keyhole neckline . . . scalloped front . . . extension sleeves contrasted with band, bow trim. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, opposite page. State size. Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4285—Deep aqua blue  
 ♦31 E 4286—Bright yellow  
 ♦31 E 4287—Melon (bright rose)  
 Each.....\$7.98

12 .. SEARS, ROEBUCK AND CO. ALL

Catalog numbers marked \* shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Why not use Sears Easy Terms . . . see inside back cover for details.



**Rayon jersey prints by Charmette.. wrinkle resistant  
and firmly woven to retain their shape and to hang well..**

**\$8.98**  
Each

Misses' size scale for figure with youthful bustline,  
slender waist.

Order size: 10 12 14 16 18 20 22  
If bust is: 31 32½ 34 35½ 37 39 41 in.  
If waist is: 24 25½ 27 28½ 30 32 34 in.  
If hips are: 34 35 36½ 38 39½ 41 43 in.  
Dress length: 41 41½ 42 42½ 43 43½ 44 in.

These dresses have all the features of Sears fine Kerrybrookes, plus the best type top stitching throughout . . double stitched armholes . . TALON zipper plackets . . the season's most sought after fabric . . softer 1946 styling . . which proves again that you get the good values you expect when you buy your fashions at Sears.

Square neckline has draped gathers caught with soft bows. Side darts give bodice fit. Dropped side gathers trim skirt front. Dry clean. Sizes: 12, 14, 16, 18, 20; scale at left. State size. Shpg. wt., 1 lb. 8 oz.  
♦31 E4295—White ground with fuchsia rose print \$8.98

Two-way stripe uses black rayon grosgrain to trim neckline slit and belt. Dry clean. Sizes: 10, 12, 14, 16, 18; scale at left. State size. Shpg. wt., 1 lb 8 oz.  
♦31 E 4290—Aqua blue with black stripes . . . \$8.98  
♦31 E 4291—Pink with black stripes . . . \$8.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Sears Easy Terms are available if your order totals \$10 or more . . see inside back cover.

ALL 2 PAGE 13 . . DRESSES

**Our Best Suit Dresses**  
**for misses...created in the**  
**new, softer silhouette...**  
**each an outfit in itself...**  
**exquisitely tailored in the**  
**season's most wanted fabrics**  
**..and they're yours at a**  
**sensible Sears price..**

- WAISTLINES, YOKES and shoulder seams are taped
- ALL SEAMS pinked. Side seams are pressed open and  $\frac{3}{8}$ -inch wide to allow for easy letting out
- ARMHOLES are double stitched for smooth firm fit
- SLEEVE BOTTOMS have deep, blind stitched hems
- SKIRT HEMS are taped, blind stitched, 2 inches deep for lengthening. Fine top stitching with 12 to 16 stitches per inch throughout each dress
- TALON zipper plackets. Close stitched buttonholes
- NATIONALLY KNOWN laboratory tested fabrics

**\$8.98**

**A**



100 Denier rayon crepe by Berlinger in small floral and bow print, flows smoothly into the figure fitting lines of this flattering suit dress. Pleated self ruffles gathered into pretty rosette pockets highlight jacket front. Full gored skirt ripples gracefully. TALON zipper closing. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale on page 13. Please state size. Shipping weight, 1 pound 8 ounces.  
 ♦31 E 4300—Aqua blue, with gray and pink print \$8.98  
 ♦31 E 4301—Med. gray, with gray and rose print \$8.98

**\$8.50**

**B**



Frankly's Glamour rayon crepe is fashioned into the season's most feminine suit dress. Round neck is cut into dainty twin scallops and set off with frothy white ruffled lingerie dickey; detachable. Curved jacket front accents softness with gentle side shirring. Gored skirt. TALON zipper placket. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. State size. Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4307—Navy blue ..... \$8.50  
 ♦31 E 4308—Medium gray ..... \$8.50

**\$8.98**

**C**

Rayon Bengaline, a firm textured, closely ribbed fabric designed in a smart dart-fitted suit dress. Soft roll collar is trimmed with big self bow that slips in under collar; can be removed when you wear a blouse. Fancy button closing. Full gored skirt hangs in slim folds. TALON zipper placket. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. State size. Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4305—Black ..... \$8.98



**A** Suit dress highlighted with rosette pockets **\$8.98**



**B** Suit dress set off with white lingerie **\$8.50**



**C** Suit dress trimmed with big self bow **\$8.98**

Sears Easy Terms are available if your order totals \$10 or more . . see inside back cover for details.

ALL PAGE 15 . . DRESSES

**MOTHERS-TO-BE..you  
don't have to choose  
between smart fashion  
and comfort at Sears..**

**these dresses are  
specially designed to  
flatter and still meet  
your ever-changing  
figure measurements..**

**adjustable features  
are cleverly hidden..**

**wear these after  
baby comes, too.**

These are the very same styles making fashion news in our regular size dresses. We adapted the smartest of them so you could look your youngest and prettiest while waiting for baby to arrive. Order your usual size, as we have amply allowed for figure changes with scientifically arranged adjustment features. Sears brings you what you want at down-to-earth prices .... it costs little to be well-dressed when you buy from Sears.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Why not order your complete wardrobe-in-waiting at one time, using Sears Easy Payment Plan? Full information is given on inside back cover. At the same time, you might think about Baby's layette needs .. see baby goods section and add what you want to your Easy Terms order. Buy now .. buy the best.



Rayon crepe ♦4.98 Rayon-and-cotton floral ♦3.79 Cotton Percale ♦1.98

Sears famous Smock dress comes in 3 favorite spring-and-summer fabrics. It's a top ranking style for mothers-to-be because of its young Peter Pan collar, easy fit and non-binding comfort. All you do is tie the belt to adjust it. *Sizes:* 12, 14, 16, 18, 20, 22; *scale, page 13. State size. Shpg. wt., ea., 1 lb. 8 oz. Crown-Tested French-type rayon crepe*—lovely, silky fabric in a neat monotone print. Hand wash; use Lux. ♦31E5900—Medium green ♦31E5902—Medium blue ♦31E5901—Medium gray Each.....\$4.98 *Rayon-and-cotton*—monotone print; hand wash; use Lux. Available after February 1, 1946. ♦31E5905—Aqua blue ♦31E5906—Rose. Each \$3.79 *Cotton Percale*—cool and crisp, easily washable. ♦31E5957—Colorful floral print.....\$1.98

Best quality spun rayon ♦5.98 Fine quality spun rayon ♦4.98

Your pet button-front classic. Kimono-cap sleeves repeat scallop detail. Easy adjusting snaps release extra fabric. *Sizes:* 12, 14, 16, 18, 20; *scale page 13. State size. Shpg. wt., ea., 1 lb. 8 oz. Our best quality spun rayon*—in polka dot print. Hand washable; use Lux. ♦31E5910—Aqua blue, white dot.\$5.98 ♦31E5911—Bright rose, white dot.\$5.98 ♦31E5912—Navy blue, white dot.\$5.98 *Fine quality spun rayon*—in solid colors. Hand washable; use Lux. Available after Feb. 1, 1946. ♦31E5915—Medium blue.....\$4.98 ♦31E5916—Medium rose.....\$4.98



**\$6.98**

The bow dress in rich alpaca-type rayon crepe is an important fashion meant for important occasions. It squares a neckline and diverts attention with its colorful bows and sleeve bands. Lovely slim lines achieved by adjusting reserve folds of fabric with spaced snaps, hidden under tie-back sash. Skirt is softly shirred. Dry cleanable. *Sizes:* 12, 14, 16, 18, 20. *Size scale, page 13. Please state size.* Shipping weight, 1 lb. 8 oz.

♦31 E 5920—Black.....\$6.98  
♦31 E 5921—Navy blue....\$6.98

**\$5.98**

The U-necked dress in popular Bemberg rayon sheer comes in a neat, fresh-looking print. The buttoned top, crisply accented with dainty white eyelet embroidery, makes it easy to slip into. Drawstring waistline has deep-clustered gathers to accommodate day-to-day figure changes. Belt ties conceal adjustment. Hand washable; use LUX. *Sizes:* 12, 14, 16, 18, 20; *scale, page 13. State size.* Shpg. wt., 1 lb. 8 oz.

♦31 E 5932—Medium blue..\$5.98  
♦31 E 5933—Medium rose..\$5.98

**\$4.98**

The Spun Rayon Jumper is beloved by mothers-to-be for its easy wearability and fine figure magic. News in its epaulet shoulders, dressy white embroidery touches. Has a clever sweetheart neckline, too. Trim waistline hides deep folds of reserve fabric snapped in place to take care of figure expansion. (Blouse not included.) Dry clean. *Sizes:* 9, 11, 13, 15, 17; *size scale, page 25. Please state size.* Shpg. wt., 1 lb. 8 oz.

♦31 E 5938—Navy blue....\$4.98  
♦31 E 5939—Medium rose..\$4.98  
Available after Feb. 1, 1946

**\$2.98**

The White-collar dress in lovely rayon and cotton check is an exciting new edition of that easy to wear shirtrock. Flattering open throated neckline ends in a big button. Sleeves are fashion's new extension variety. Unpressed pleats and side folds secretly hold the fabric you need for figure expansion. Belt conceals it. Hand wash; use LUX. *Sizes:* 9, 11, 13, 15, 17; *size scale, page 25. State size.* Shpg. wt., 1 lb. 8 oz.

♦31 E 5935—Red and white \$2.98  
♦31 E 5936—Blue and white \$2.98  
Available after Feb. 1, 1946

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house.

ALL 2 PAGE 17 . . DRESSES



**Frankly's Rayon Cubana cloth for distinctive styling..**

**a famous name fabric with wonderful texture, easy drape.. \$3.98**

Each

**firm woven.. perfect for these go-everywhere Dresses**

The slit-neckline dress shows off new dropped shoulders and angled hip pockets by tracing white embroidered leaves over them. Buttons to waistline. Shirring gives the skirt soft fullness. Rayon Cubana cloth. Dry clean. *Sizes:* 12, 14, 16, 18, 20; *scale,* page 13. *State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4310—Bright yellow.....\$3.98  
 ♦31 E 4311—Aqua blue.....\$3.98  
 ♦31 E 4312—Rose pink.....\$3.98

The cardigan casual is banded in snowy white. It buttons its clever shoulders and fashion-slim skirt. A rich leather-like belt nips a waistline that's shirred above for soft bodice fullness, sleek below for a smooth hipline. Rayon Cubana cloth. Dry clean. *Sizes:* 10, 12, 14, 16, 18; *size scale,* page 13. *State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4314—Bright green.....\$3.98  
 ♦31 E 4315—Melon (bright rose) \$3.98

The bow-tie dress puts scallops, embroidered in sharp contrast, straight down its button front.. on the slant to accent new yoke shoulders. Belted waistline curves in sleekly; skirt falls gently from tiny gathers. Rayon Cubana cloth. Dry clean. *Sizes:* 12, 14, 16, 18, 20; *size scale,* page 13. *State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4321—Deep aqua blue....\$3.98  
 ♦31 E 4322—Bright yellow.....\$3.98

The classic shirtfrock handles stripes expertly, hides a button closing beneath the slimming fly front. Leather-like belt. Rich touch of white monogram-like embroidery. Rayon Cubana cloth; dry clean. *Sizes:* 12, 14, 16, 18, 20; *size scale,* page 13. *Please state size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4318—Medium green and white  
 ♦31 E 4319—Melon (bright rose) and white..... Each \$3.98



**All-day Dresses in popular, fine quality rayons . .**

**silk-smooth or pebbly crepes . . fresh, crisp sharkskin . .**

**hand washable separately . . use Lux to help keep colors fresh**

**\$3.98**  
Each

Labtex Rayon Sharkskin, a firm-woven, non-wilting fabric, ideal for the number-one shirtfrock. Gathered pockets. Fine stitching finish. Contrasting buttons, leather-like belt. Hand wash. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4325—White . . . . . \$3.98  
*In Rayon Sharkskin check; hand wash.*  
 ♦31 E 4327—Red and white . . . \$3.98  
 ♦31 E 4328—Green and white . . \$3.98

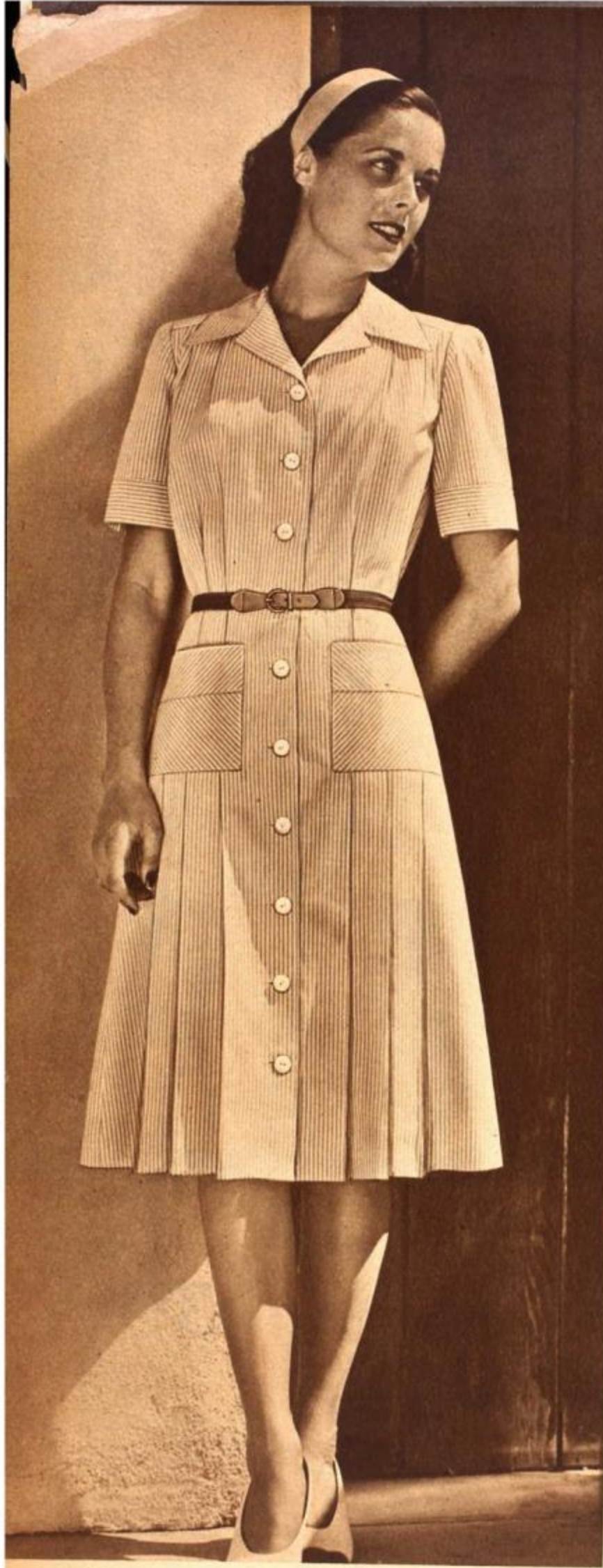
Sandgrain, a Labtex Rayon fabric with smart pebble weave is perfect choice for the perky peplum dress. Square neckline, buttoned top and bow-tied peplum with white scallop embroidery. Gored skirt. Side placket. Hand wash. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4330—Aqua blue . . . . . \$3.98  
 ♦31 E 4331—Beige (light tan) . . \$3.98  
 ♦31 E 4332—Lime (light green) . \$3.98

French-type Rayon Crepe is softly tailored into a dressy button-front print. Square neckline edged with foamy white ruffles of eyelet embroidery that cascade prettily down to hem. New cap sleeves taper into waistline. Shirring at hips. Hand washable. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4333—Med. green and white \$3.98  
 ♦31 E 4334—Med. gray and white \$3.98

French-type Rayon Crepe in a gay floral print drapes beautifully into a surprise V-neck dress. Unusual leather-like belt; self corsage. Skirt is smooth over hips, sharply knife-pleated below; gored back. Side placket. Hand washable. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4337—Med. gray ground . . \$3.98  
 ♦31 E 4338—Light rose ground . . \$3.98  
 ♦31 E 4339—Med. blue ground . . \$3.98

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ALL PAGE 19 . . DRESSES



**Well made cottons  
with a quality look . . Lux care  
helps keep them lovely**

Kerrybrooke Shirtfrock in  
washfast Lonsdale Cord **\$3.98**

- Fullness under front and back yokes for easy action
- Strong stitching throughout . . seams neatly pinked
- Fresh water pearl buttons down front are closely spaced so skirt sits smoothly; will not gap open
- Rich novelty belt, well made with leather-like trim
- Blind stitched hem, 2 inches deep for lengthening
- Skirt has generous front pleats; gores in back

**A** When does a dress have everything in its favor? When it's a Sears shirtfrock, tailored the Kerrybrooke way. That means a cleanly-turned collar, easy sleeves, free-action tucks at waistline, pockets properly placed. Sharing the glory a dress like this receives is the fabric it's made of . . superb quality corded chambray, with precise stripes woven in to stay . . pride of the century-old Lonsdale mill in Rhode Island. Pre-shrunk (max. shrinkage 3%). Washfast. *Sizes:* 12, 14, 16, 18, 20; size scale on page 13. *State size.* Shipping weight, 1 pound.  
 ♦27 E 8210—Blue and white    ♦27 E 8213—Lavender and white  
 ♦27 E 8211—Brown and white  
 ♦27 E 8212—Green and white    ♦27 E 8214—Red and white  
 Each . . . . . \$3.98

**Descriptions of dresses shown on opposite page**

**B** The two-piece dress in fine-woven checked cotton suiting spotlights a new yoke on its well-fitted, buttoned top. Has becoming notched collar, sleek set-in waistband. Skirt is gored to flare gently, snaps smoothly at side. Washable. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 13. *Please state size.* Shipping weight, 1 pound 10 ounces.  
 ♦27 E 8225—Black and white checks . . . . . \$3.98

**C** The button-fronter in smooth-finish, woven chambray with fashion's new butterfly-cap sleeves of dazzling white eyelet embroidery. Perky bow ties at throat; belt nips waistline above a softly shirred front skirt. Washfast. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shipping weight, 1 pound.  
 ♦27 E 8226—Pink    ♦27 E 8228—Light blue  
 ♦27 E 8227—Beige (light tan)    Each . . . . . \$3.98  
 Available after February 1, 1946.

**D** The fly-front dress in crisp waffle pique comes in a splashy posy print. Has flattering shirt collar, easy bodice and slightly flared skirt . . smartly simple lines that are always good fashion. Fine dressmaking touches like white pique pleats on collar, shoulder and skirt pockets. Washfast. *Sizes:* 12, 14, 16, 18, 20; scale on page 13. *State size.* Shipping weight, 1 pound.  
 ♦27 E 8230—Red and white . . . . . \$3.98  
 ♦27 E 8231—Navy blue and white . . . . . \$3.98  
 Available after February 1, 1946.

**A** Kerrybrooke Lonsdale Cord Shirtfrock **\$3.98**



**B** The two-piece Dress \$3.98

**C** The button-front Dress \$3.98

**D** The fly-front Dress \$3.98

Everything at Sears is available on Easy Terms . . see inside back cover for complete details.

ALL PAGE 21 . . DRESSES



**Delightful cottons for misses . . spiced with bright,  
young fashion flashes . . wash crisp and clear; use Lux**

**\$3.98**  
Each

Shirtwaist dress in fine quality sheer cotton is sprinkled with tiny white dots. There's head-turning flattery in its fluffy self ruffled pockets played up with crisp white ric-rac. Soft shoulder gathers; darts sleek in your waist. Wide inverted pleat on skirt front. Hand wash. *Sizes:* 12, 14, 16, 18, 20; scale, opposite page. *State size.* Shpg. wt., 1 lb. ♦27E8232—Navy blue. . . . \$3.98  
Available after Feb. 1, 1946.

U-neckline is framed with a flutter of self ruffles outlined with dainty cotton lace and extending to kimono sleeves. Soft top; side gathers on skirt front are hugged in with self front tie. Floral cotton in sheer dotted swiss effect. Side placket. Washable. *Sizes:* 12, 14, 16, 18, 20; scale, opposite page. *State size.* Shpg. wt., 1 lb. ♦27E8235—Rose ground. . . . \$3.98  
♦27E8236—Med. blue ground \$3.98  
Available after Feb. 15, 1946.

Bow tied button fronter uses cross stripes for the broad shoulder look. Soft top; full shirring on skirt front. Self belt nips in waist. Yarn dyed woven striped broadcloth. Washfast. *Sizes:* 12, 14, 16, 18, 20; scale, opposite page. *State size.* Shipping weight, 1 lb. ♦27E8240—Blue and white. . . \$3.98  
♦27E8241—Red and white. . . \$3.98  
♦27E8242—Green and white. \$3.98  
♦27E8243—Brown and white \$3.98

Button-fronter has pointed shoulder tabs with white saucer buttons, like the ones marching down front. Set-in belt, 3-color squares with small overprint in Sanforized cotton broadcloth (max. shrink. 1%). Washable. *Sizes:* 12, 14, 16, 18, 20; scale, opposite page. *State size.* Shpg. wt., 1 lb. ♦27E8244—Blue, gray and white  
♦27E8245—Tan, lime green and white. . . . Each \$3.98  
Available after Feb. 1, 1946.



**Cottons, cotton-and-rayon for misses in the season's  
most becoming styles and colors . . . easy to whisk through Lux**

**\$2.98**  
Each

Soft casual uses bias bands to trim slashed cardigan neckline and side skirt pockets. Woven cotton gingham in bright plaid. Front tie sash. Side placket. Washable. *Sizes:* 12, 14, 16, 18, 20; scale below. *State size.* Shipping weight, 1 lb.  
♦27 E 8247—Brown      ♦27 E 8249—Red  
♦27 E 8248—Green      Each . . . . . \$2.98

Order size: . . . . .	10	12	14	16	18	20	22
If hips are: . . . . .	34	35	36½	38	39½	41	43 in.
If waist is: . . . . .	24	25½	27	28½	30	32	34 in.
If bust is: . . . . .	31	32½	34	35½	37	39	41 in.
Dress length: . . . . .	41	41½	42	42½	43	43½	44 in.

Charming white bow print on solid ground in Sanforized cotton (max. shrink. 1%). Bows accent circular collar that extends width of shoulderline. Set-in belt. Gathers on skirt front. Washfast. *Sizes:* 12, 14, 16, 18, 20; size scale at left. *Please state size.* Shipping weight, 1 lb.  
♦27 E 8250—Med. green \$2.98  
♦27 E 8251—Rose . . . . . \$2.98  
Available after Feb. 1, 1946.

Shirtwaist dress in striped cotton seersucker has new flange pockets that button over leather-like belt. Soft gathers at shoulder. Inverted front pleat on straight skirt. Washable. *Sizes:* 12, 14, 16, 18, 20; scale at left. *State size.* Shpg. wt., 1 lb.  
♦27 E 8252—Blue and white  
♦27 E 8253—Red and white  
Each . . . . . \$2.98  
Available after Feb. 1, 1946.

Button-fronter in cotton and rayon has white polka dots. Shoestring bow trims round neck. Cape effect shoulder yoke and new extension sleeves are edged in white eyelet embroidery. Hand wash separately. *Sizes:* 12, 14, 16, 18, 20; scale at left. *State size.* Shpg. wt., 1 lb.  
♦27 E 8254—Navy blue \$2.98  
♦27 E 8255—Rose . . . . . \$2.98  
Available after Feb. 1, 1946.

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ALL PAGE 23 . . DRESSES



**Thrifty favorites for Misses . . with new fashion touches . .**

**well made of crisp, durable rayon-and-cotton fabrics**

**\$2.98**  
Each

The Ververay check bands its new rounded shoulders and shirred hipline in wide strips of black self fabric. Wonderful way of showing off the softened lines of this shirt-top dress. Rayon-and-cotton. Dry clean. *Sizes:* 12, 14, 16, 18, 20; size scale, page 13. *State size.* Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4340—Lime (light green)  
 ♦31 E 4341—Bright rose. Ea. \$2.98  
 Available after Feb. 1, 1946

The square-necked dress adds a fluttering front peplum for a smart 2-piece look. Has a buttoned top and white embroidery detail. Shoulders smartly rounded, skirt gracefully gored. Rayon-and-cotton. Hand wash. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4343—Aqua blue. . . . \$2.98  
 ♦31 E 4344—Bright rose. . . . \$2.98  
 Available after Feb. 1, 1946

The button-front floral slits its cardigan neckline and drops two bows from new draped shoulder-into-sleeves. Belted sleekly in black leather-like fabric. Hip-shirred skirt. Rayon-and-cotton; hand wash; use Lux. *Sizes:* 12, 14, 16, 18, 20; scale, page 13. *State size.* Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4345—Bright rose. . . . \$2.98  
 ♦31 E 4346—Aqua blue. . . . \$2.98  
 Available after Feb. 1, 1946

The bow-tie dress makes way for the attractive new keyhole neckline, playing it up with dazzling white embroidery. Kimono sleeves taper into slim waistline. Nice shirred skirt lines. Rayon-and-cotton; hand wash. *Sizes:* 12, 14, 16, 18, 20. Scale, page 13. *State size.* Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4348—Medium green. \$2.98  
 ♦31 E 4349—Light yellow. . . \$2.98  
 Available after Feb. 1, 1946

**JUNIORS..We're for you  
 ..and your pet fashions..  
 the dresses with pure allure  
 ..close little tops, high-  
 riding waistlines and as  
 much skirt as possible..  
 start here with our "eye-  
 opener", the Lattice Dress  
 and go on being dazzled  
 with what appears on the  
 following 10 pages..**

**\$6<sup>98</sup>**

Available after Feb. 1, 1946

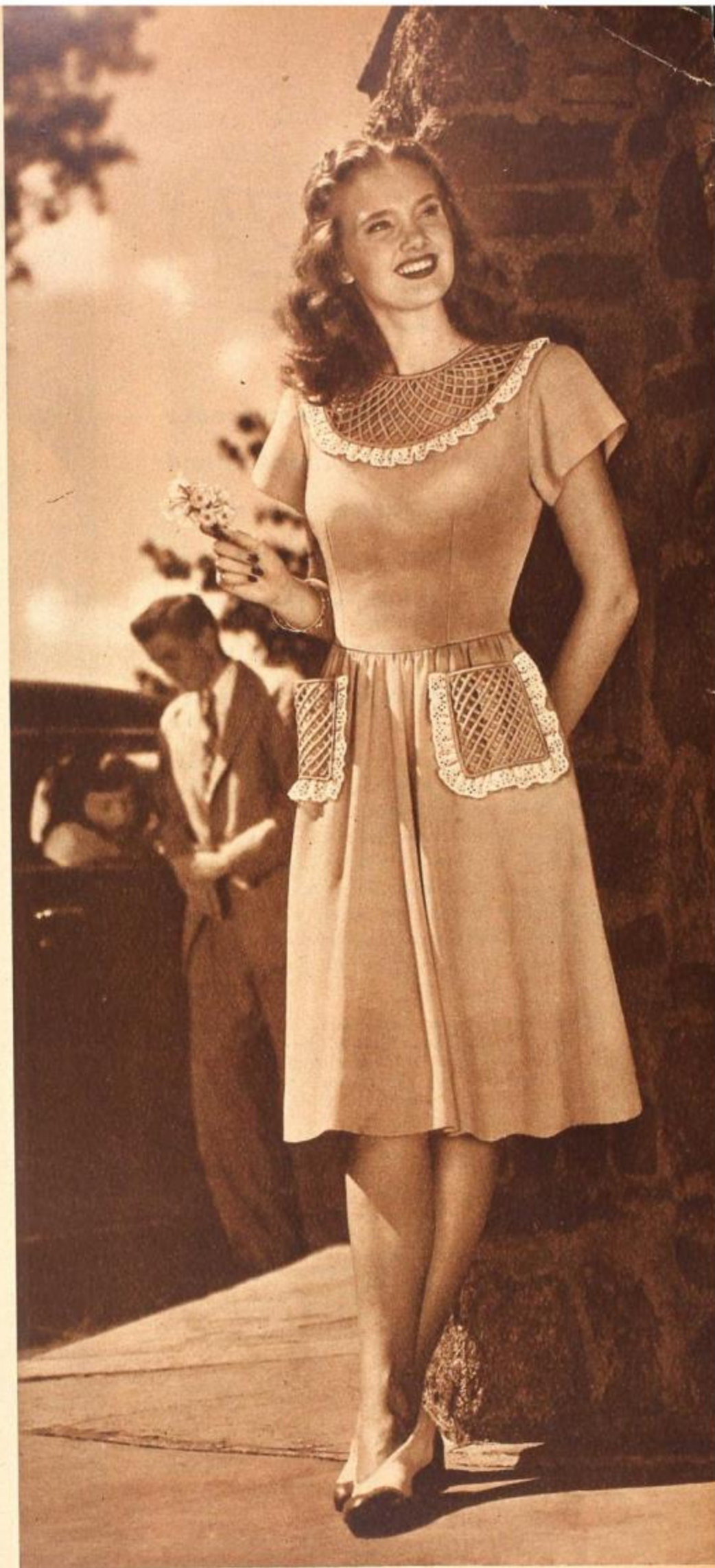
What dress earned this pin-up place in our catalog? The dress with the peek-through lattice work, of course. And what fabric shows it off to best advantage? Frankly's crisp, ever-fresh rayon Cubana Cloth is a natural. A yoke of criss-cross fabric swirls out from a high round neckline and is edged in snowy white eyelet embroidered ruffles. Huge square pockets are done the same way. See how its top follows your figure lines, clings close to your waistline. The dropped-shoulder cap sleeves are big fashion news this season. Plenty of gathers give the skirt that desirable fullness. It's the dress of the year—wear it anywhere... anytime. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *size scale, below. State size.* Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4000—Pink ♦31 E 4002—Bright yellow  
 ♦31 E 4001—Aqua blue..... Each \$6.98

**Do your measurements fit this scale?**

If they do, you're lucky... you can wear these Junior fashions.

Order Size...	9	11	13	15	17
If hips are...	33	34½	36	37½	39 inches
If waist is...	23½	24½	26	27½	29 inches
If bust is...	30½	32	33½	35	36½ inches
Dress length...	39½	40½	41	41½	42 inches

Everything at Sears is available on Easy Terms... if your order totals \$10 or more. See inside back cover for complete details.



The pin-up lattice dress

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

ALL PAGE 25.. DRESSES

**Kerrybrooke** \$5<sup>77</sup>  
Each  
Sears Famous Junior Dresses

**Look . . Junior Kerrybrooke  
dresses in rayon gabardine and  
Labtex rayon . . that means  
they're top-ranking aces  
in fabric, workmanship,  
fashion pertness . . and you'll  
notice their sensible price**

- WAISTLINES, YOKES and shoulder seams are taped
- ALL SEAMS are pinked. Side seams are pressed open and  $\frac{3}{8}$ -inch wide to allow for letting out
- SLEEVE BOTTOMS have deep, blind-stitched hems
- SKIRT HEMS are blind-stitched and 2-inches deep for lengthening. Fine stitching throughout
- SHOULDER PADS of fine quality are detachable
- TALON ZIPPER placket. Close-stitched button holes
- NATIONALLY KNOWN laboratory-tested fabrics

**A** High-spirited princess style has surprise back pleats. See how clever they look, 4 box pleats on set-in band. Bodice strips have white edging that forms a triangle and extends to end of sleeves. Labtex rayon, faille-type fabric. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale,* page 25. *State size.* Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4035—Light blue ♦31 E 4037—Bright yellow  
 ♦31 E 4036—Bright rose Each . . . . . \$5.77

**B** Button-front pet is casual for all-time wear. Petal-shaped button collar is prettied with contrasting polka dot ties in a choir boy bow. Shoulder pleat, waist tucks. Button cuffs. Off-center shirring on skirt front. Rayon gabardine. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale,* page 25. *State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4010—Aqua blue with rose polka dot ties \$5.77  
 ♦31 E 4011—Lt. tan with brown polka dot ties \$5.77  
*Available after Feb. 1, 1946*

**C** Musical notes create a peek-a-boo effect at neck with white rayon braid trimming that goes to hem. All 'round shoulder fold on cap sleeve. Side inserts, front tie, show off flattering princess lines. Talon zipper closure. Rayon gabardine. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale,* page 25. *State size.* Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4005—Bright rose . . . . . \$5.77  
 ♦31 E 4006—Aqua blue . . . . . \$5.77  
*Available after Feb. 1, 1946*



**Kerrybrooke**  
FASHIONS

**A** High-spirited princess style has surprise back pleats \$5.77



**Kerrybrooke**  
FASHIONS

**B** Button-front pet has polka dot ties in choir boy bow \$5.77



**Kerrybrooke**  
FASHIONS

**C** Princess dress with new peek-a-boo neckline \$5.77

Does your order total \$10 or more? Sears Easy Terms are available . . for complete details see inside back cover.

ALL 2 PAGE 27 . . DRESSES

## JUNIORS

*Cotton belongs to  
You . . to the sun and  
summer . . to every day  
or night activity.*

*Young, sweet and  
clean . . easy to keep  
that way by sudsing  
in gentle Lux. There's  
tang in the styles, the  
knowing touches, the  
special colors and  
patterns . .*

**\$4.98**  
Each

Here is the new look in Junior Cottons . . and any fashion magazine will ditto what we say. Shoulders are broadened by puffed-up sleeves, waistlines tightly trapped by sleek midribs, skirts billowing out below. Two of them are by ANNE HOWE, the famous designer idolized by Juniors. She features those wonderful new "flyaway" sleeves. All possess Sears typically fine fabrics, fine sewing and careful finish.

### Do Your Measurements Fit This Scale?

If they do, you're lucky . . you can wear these Junior fashions.

Order size.....	9	11	13	15	17
If hips are.....	33	34½	36	37½	39 in.
If waist is.....	23½	24½	26	27½	29 in.
If bust is.....	30½	32	33½	35	36½ in.
Dress length.....	39½	40½	41	41½	42 in.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Easy Terms are available if your order totals \$10 or more. See inside back cover for complete details.



The Anne Howe Striper in crisp Sanforized cotton (max. shrinkage 1%), has plenty of heart interest in those clever eyelet embroidered decorations. Don't miss those new "flyaway" sleeves . . they're a touch of Howe genius. Under the ruffle is more eyelet embroidery. Ric-rac in the right places, too. Button back closing. Hand wash. *Sizes:* 9, 11, 13, 15; scale at left. *State size.* Shipping weight, 1 pound.  
♦27 E 8300—Red with white trimming. \$4.98  
♦27 E 8301—Brown with white trimming. \$4.98

The Anne Howe polka-dot in airy Sanforized cotton (max. shrinkage 1%), features pie scallops and twelve big fancy buttons. Eyelet embroidery for a yoke sprouting new "flyaway" ruffles and frosting for hip-high pockets. Contour fit through the midriff, puffs out below. Button back closing. Hand washable; use LUX. *Sizes:* 9, 11, 13, 15; size scale at left. *State size.* Shipping weight, 1 pound.  
♦27 E 8302—Navy with white trimming. \$4.98  
♦27 E 8303—Red with white trimming. \$4.98



The Rhumba Ruffler in famous "Yardstick Gingham," rainbow colored cotton plaids. Native neckline and ruffles on hip pockets. Puffed sleeves. Set-in belt slims your waist. As full-skirted in back as it is in front. Back buttoning from neck to waist. Hand washable; use Lux. *Sizes:* 9, 11, 13, 15; scale on opposite page. *State size.* Shpg. wt., 1 pound.  
 ♦27 E 8304—Med. blue predominating.\$4.98  
 ♦27 E 8305—Pink predominating.....\$4.98  
 Available after Feb. 1st, 1946.

The bow-tie check in baby-wale Sanforized cotton pique (max. shrinkage 1%), has a sleek built-in midriff interrupting six buttoned strips of snowy pique. More white dazzle on puffy sleeves and at throat. Back-buttoning from neck to waist. Pockets on gathered skirt. Hand wash. *Sizes:* 9, 11, 13, 15; scale on opposite page. *State size.* Shpg. wt., 1 pound.  
 ♦27 E 8307—Red and white.....\$4.98  
 ♦27 E 8308—Medium blue and white..\$4.98  
 Available after Feb. 1st, 1946.

The Peppermint stripe in Sanforized cotton pique (max. shrinkage 1%), makes a story-book heroine of you with its feminine V-neckline, white eyelet embroidered touches and spread-out skirt. Note the 'kerchief sleeves . . they're fashion's latest. Button back closing. Hand wash. *Sizes:* 11, 13, 15, 17; scale, opp. page. *State size.* Shpg. wt., 1 lb.  
 ♦27 E 8310—Medium blue and white..\$4.98  
 ♦27 E 8311—Rose and white.....\$4.98  
 Available after Feb. 1st, 1946.

## JUNIORS . .

Captivating dresses  
to dance right through  
the seasons and  
bring you pretty  
compliments . . in fine  
alpaca-type rayon crepe  
with workmanship  
and extra young  
detailing that give a  
dress the smooth  
more expensive look  
you like . . but notice  
their price tag  
is thriftily marked

**\$7<sup>50</sup>**  
each



Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Buy what you want . . when you need it. Sears Easy Terms are available . . see inside back cover for details.

30 . . SEARS, ROEBUCK AND CO. 2ALL



The basque-waisted dress in fine alpaca-type rayon crepe is spiked with contrast where it counts most . . big bows at shoulders, wide bands on new extension sleeves. Molded through the middle with a long line-up of buttons from deep-V-neckline. Center front skirt gathers. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale,* page 25. *State size.* Shipping weight, 1 lb. 8 oz.  
♦31 E 4015—Lt. gray with pink trim \$7.50  
♦31 E 4016—Black with lt. blue. . . \$7.50  
Available after February 1, 1946.

The square-necked dress in rich alpaca-type rayon crepe has wonderful shoulders, a neatly belted middle and a slightly flared skirt below the perky peplum. Starchy white eyelet embroidery has contrasting ribbon running through it. Talon zipper placket. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *size scale,* page 25. *Please state size.* Shipping weight, 1 pound 8 ounces.  
♦31 E 4020—Light gray . . . . . \$7.50  
♦31 E 4021—Navy blue . . . . . \$7.50  
Available after February 1, 1946.



**\$7.98**

Braid-bound 2-piecer in Labtex rayon, faille-type fabric. Notched top has new extension sleeves, posy trim. Skirt box-pleated front, back. Dry clean. *Sizes:* 9, 11, 13, 15, 17; scale, page 25. *State size.* Shipping weight, 1 pound 8 ounces.

♦31 E 4025—Light blue.....\$7.98  
♦31 E 4026—Bright yellow.....\$7.98  
♦31 E 4027—Pink.....\$7.98

**\$8.98**

The buttoned 2-piecer in rich rayon bengaline has scallops, scallops everywhere. See its wonderful new keyhole neckline. . . its sparkling jewel-type buttons. Marvelous fit to its top and smooth-hipped, flaring skirt. Dry cleanable. *Sizes:* 9, 11, 13, 15, 17; size scale, page 25. *Please state size.* Shipping wt., 1 lb. 8 oz.  
♦31 E 4030—Black.....\$8.98

## JUNIORS . .

*Tempting two-piecers with jaunty style news for today's Junior miss . . one is charmingly feminine in rayon bengaline . . the other is softly casual in Labtex rayon . . you'll be proud of their fine tailoring . . the soft appealing touches that give them a brand new look . . and their low Sears prices*



Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Everything at Sears is available on Easy Terms . . see inside back cover.

## JUNIORS

*Count on cotton for  
that spic-span look  
the summer long . . for  
noon or moon activities . .  
brief sleeved to show  
off a smooth sun tan . .  
taut waisted to show off  
your fine figure . .  
they revive in  
a jiffy with a Lux  
sudsing . . a small  
Sears price to pay  
for so much flattery*

**\$3.98**  
Each

Everything about you will look fresh and clean and alive if you wear Cotton—the queen of summer fabrics. Sears has here a prize collection in popular materials, sun-gay patterns and colors. Styled especially for Juniors and featuring 2-piece and full-skirted dresses with no skimping on your pet ruffle, pocket or button decorations. Sears fine sewing insures clean finish inside as well as out, the steady stitching that holds up after countless washings; we recommend Lux suds.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Buy now . . buy the best . . Sears Easy Terms are available if your order totals \$10 or more . . see inside back cover for details.



**\$3.98**

The tablecloth check, a new 2-piecer in fine woven cotton gingham ("woven" means pattern is there to stay). Heart-high pockets sprout foamy white cotton pique bands. Button-front cardigan tops a classic kick-pleated skirt. Washfast. *Sizes:* 11, 13, 15, 17; *scale,* page 28. *State size.* Shpg. wt., 1 lb. 8 oz.  
♦27 E 8312—Green-and-white check . . . \$3.98  
♦27 E 8313—Red-and-white check . . . \$3.98  
♦27 E 8314—Brown-and-white check . . . \$3.98

**\$3.98**

The striped 2-piecer comes in crisp Sanforized cotton pique (max. shrinkage 1%). Its collar is taken from a gob's suit. There is fashion news in its flip-back cuff sleeves and muff pockets . . all touched off with buttons. Skirt has a pleat trio in front. Hand wash; use Lux. *Sizes:* 9, 11, 13, 15; *size scale,* page 28. *Please state size.* Shpg. wt., 1 lb. 8 oz.  
♦27 E 8315—Red-and-white stripe . . . \$3.98  
♦27 E 8316—Navyblue-and-whitestripe \$3.98



**\$3.98**

The pinafore dress, a pre-shrunk cotton gingham special (max. shrinkage, 3%) in a bright plaid on white ground. See how generous we've been with those flutter-ruffles edged in ric-rac. Gathers below the waist-hugging midriff to give you a dancewide skirt. Buttons to waist in back. Pattern woven to stay. Hand wash. *Sizes:* 9, 11, 13, 15; scale, page 28. *State size.* Shpg. wt., 1 lb.  
 ♦27 E 8318—Red-and-blue plaid.....\$3.98

**\$3.98**

The petticoat-ruffle dress in Sanforized cotton chambray (max. shrink. 1%) is "on the square" with its neckline and pockets. Fitted bodice; gathered skirt billows out from waistline. Perky striped ruffles, finished with ric-rac. Button back closing. Washable. *Sizes:* 9, 11, 13, 15; scale, page 28. *State size.* Shpg. wt., 1 lb.  
 ♦27 E 8320—Med. rose, rose-and-white trim  
 ♦27 E 8321—Med. blue, blue-and-white trim  
 Each.....\$3.98

**\$3.98**

The window-pane check in crinkly printed seersucker has newest shoulder-into-sleeve treatment. Wonderful neckline and huge pockets trimmed with bias check and ric-rac. Set-in bias belt with white trim nips waistline. Button back closing to waist. Washable. *Sizes:* 9, 11, 13, 15, 17; size scale, page 28. *State size.* Shpg. wt., 1 lb.  
 ♦27 E 8323—Brown-and-white check...\$3.98  
 ♦27 E 8324—Red-and-white check.....\$3.98  
 Available after Feb. 1, 1946

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

ALL PAGE 33 . . DRESSES



**There's headline news in the lively colors and bright  
fashion notes of these hand washable, easy to Lux  
JUNIORS in rayon and cotton, spun rayon . .**

**\$2.98**

Square neck, pretty as a picture on new fitted basque waist. White embroidery dramatizes neck and sleeves. Soft bows on gathered skirt. Back tie. Rayon-and-cotton. Sizes: 9, 11, 13, 15, 17; scale, page 28. State size. Shpg. wt., 1 lb. 8 oz. ♦31 E 4055—Bright rose. . . . \$2.98 ♦31 E 4056—Aqua blue. . . . \$2.98 Available after Feb. 1, 1946.

**\$2.98**

Shirtwaist dress rates high in smartness with softer lines . . slim stripes . . extended sleeves. Leather-like black belt. Rayon-and-cotton. Sizes: 9, 11, 13, 15, 17; scale, page 28. State size. Shpg. wt., 1 lb. 8 oz. ♦31 E 4060—Light green with black ♦31 E 4061—Pink with black Each . . . . . \$2.98 Available after Feb. 1, 1946.

**\$3.98**

Button-front pet is flashed with white on color . . in buttons from neck to hem . . two buttons on sleeve . . novelty fabric belt. Shirring on skirt front. Spun rayon. Sizes: 9, 11, 13, 15, 17; scale, page 28. State size. Shpg. wt., 1 lb., 8 oz. ♦31 E 4050—Bright green. . . \$3.98 ♦31 E 4051—Bright yellow. . . \$3.98

**\$3.98**

Princess dress has cardigan neck. Contrasting color in scallops from shoulder to below waist, ending in girlish bow. Back tie. Spun rayon. Sizes: 9, 11, 13, 15, 17; scale, page 28. State size. Shpg. wt., 1 lb. 8 oz. ♦31 E 4045—Light blue with navy ♦31 E 4046—Bright rose with navy Each . . . . . \$3.98



**JUNIOR hit parade of washable cottons . . every one  
is designed with the easy casual look young America  
loves . . and they're thriftily yours . .**

**\$2.98**

Candy stripe Sanforized cotton (max. shrink. 1%). White cotton edging adds sparkle to make-believe flap pockets on top, skirt pockets. *Sizes:* 9, 11, 13, 15; *scale,* page 28. *State size.* Shpg. wt., 1 lb.  
♦27 E 8325—Red and white. \$2.98  
♦27 E 8326—Blue and white. \$2.98  
♦27 E 8327—Brown and white \$2.98

**\$2.98**

Button-front in woven checked gingham has a perky look with its cuffed cap sleeves, rounded pocket and whittling waistband all cleverly cut on the bias. Gathers on skirt front. *Sizes:* 9, 11, 13, 15, 17; *scale,* page 28. *State size.* Shpg. wt., 1 lb.  
♦27 E 8328—Red and white. \$2.98  
♦27 E 8329—Green and white. \$2.98

**\$2.98**

Shirtwaist dress rates a fashion plus with its two-color stripes . . wide set-in pockets that button . . and its gathered skirt. Sanforized woven chambray (max. shrink. 1%). *Sizes:* 11, 13, 15, 17; *scale,* page 28. *State size.* Shipping weight, 1 lb.  
♦27 E 8330—Gray with red. \$2.98  
♦27 E 8331—Aqua blue, brown. \$2.98

**\$3.98**

Border print excitement with squared neckline cut in dainty twin scallops. Has wide midriff that sleeks in your middle. Cotton crinkle pre-shrunk (max. shrink. 3%). Side placket. *Sizes:* 9, 11, 13, 15; *scale,* page 28. *State size.* Shpg. wt., 1 lb.  
♦27 E 8333—Light blue. \$3.98  
♦27 E 8334—Light yellow. \$3.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

ALL PAGE 35 . . DRESSES



**Half-size Dresses . . specially styled and cut to flatter women 5 ft. 4 in.  
or under . . eliminate costly alterations . . Lux keeps them fresh**

**\$3.98**

**\$3.98**

**\$3.49**

**\$3.49**

The button-front classic in rayon and cotton is hand washable; use LUX. Uses black stripes figure-wisely. Handsome shirt collar; soft shirring. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale on opposite page. Please state size. Shipping weight, 1 pound 8 ounces.  
♦31 E 4800—Pink with black stripe  
♦31 E 4801—Light blue with black stripe. . . . . Each \$3.98  
Available after February 1, 1946.

The square-necked dress in fine spun rayon has a front peplum to give it a smart 2-piece look. Rich embroidery touches. Hand wash; use gentle Lux. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½; size scale on opposite page. Please state size. Shipping weight, 1 pound 8 ounces.  
♦31 E 4805—Medium blue . . . . . \$3.98  
♦31 E 4806—Medium rose . . . . . \$3.98  
Available after February 1, 1946.

The cardigan-necked dress in spun rayon accents its slim lines with dazzling white. Buttons down the front. Hand wash. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½. Scale, opposite page. State size. Shpg. wt., 1 lb. 8 oz.  
♦31 E 4810—Med. blue, white print  
♦31 E 4811—Med. rose, white print  
♦31 E 4812—Med. green, white print  
Each . . . . . \$3.49  
Available after February 1, 1946.

Button-fronter has new scalloped collar; leather-like belt. Fine 50% rayon, 50% cotton fabric is hand washable; use mild Lux suds. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½. Scale, opposite page. Please state size. Shipping weight, 1 pound 8 ounces.  
♦31 E 4815—Aqua blue . . . . . \$3.49  
♦31 E 4816—Medium rose . . . . . \$3.49  
♦31 E 4817—Gold . . . . . \$3.49  
Available after February 1, 1946.

**Half-size fashions for  
5 feet 4's and under...  
proportioned for the  
shorter figure to give  
good fit, good fashion...  
in youthful lines that  
make you look taller,  
slimmer... dressy  
alpaca-type rayon crepe**

Dresses on this page available after  
February 1, 1946

**\$7.98**

- [A]** The heart-necked dress in rich alpaca-type rayon crepe clusters soft folds of fabric at your shoulders; and is a slim sheath to below waistline. Wonderful dropped-shirred skirt treatment. Zip placket. Dry clean. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½; size scale below. Please state size. Shipping weight, 1 pound 8 ounces.  
♦31 E 4820—Medium gray ..... \$7.98  
♦31 E 4821—Navy blue ..... \$7.98

**\$8.98**

- [B]** The tie-bow dress in luxurious alpaca-type rayon crepe treats its bodice like a bolero to give it a smart 2-piece look. Embroidery splashed over it with a lavish hand. Attached vestee is in stunning contrasting color. Flared gored skirt; side zip placket. Dry clean. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½; size scale below. Please state size. Shipping weight, 1 pound 12 ounces.  
♦31 E 4825—Navy with light blue... \$8.98  
♦31 E 4826—Black with pink..... \$8.98

Half-size scale—for the slightly shorter, slightly fuller figure. Measure carefully—then order your exact size.

Order size: 14½ 16½ 18½ 20½ 22½ 24½ 26½  
If hips are: 38 40 42 44 46 47½ 49 in.  
If waist is: 29 31 33 35 37 39 41 in.  
If bust is: 35 37 39 41 43 45 47 in.  
Length is: 41½ 42 42½ 42½ 43 43½ 44 in.

Catalog numbers marked ♦ are shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Buy the best... Easy Terms are available. See inside back cover.



**[A] The Heart-necked Dress \$7.98**

**[B] The Tie-bow Dress \$8.98**

**Kerrybrooke \$5.98**  
Each

Sears Famous Half Size Dresses

**Attention 5-feet-4's and under..**

**Sears half sizes are for you..**

**they make you look slimmer,**

**taller, younger..all without**

**expensive alterations..**

**plus the added features of**

**fine tailoring listed below..**

- WAISTLINES, YOKES and shoulder seams are taped.
- All SEAMS are pinked. Side seams are pressed open and  $\frac{3}{8}$ -inch wide to allow for easy letting out.
- SLEEVE BOTTOMS have deep, blind stitched hems.
- SKIRT HEMS blind stitched, 2 inches deep for lengthening • Fine stitching throughout each garment.
- SHOULDER PADS of a fine quality are detachable.
- CLOSE-STITCHED buttonholes are uniformly spaced.
- NATIONALLY KNOWN laboratory tested fabrics.

**A** The button-front dress in lovely Kameo Sheer rayon is noted for its simple good looks and easy lines. Has just the right amount of fullness in bodice and sweep to its gored skirt. Dry clean. Sizes:  $14\frac{1}{2}$ ,  $16\frac{1}{2}$ ,  $18\frac{1}{2}$ ,  $20\frac{1}{2}$ ,  $22\frac{1}{2}$ ,  $24\frac{1}{2}$ ,  $26\frac{1}{2}$ ; scale on page 37. State size. Shpg. wt., 1 lb. 8 oz.  
 ♦31 E 4830—Aqua blue      ♦31 E 4832—Light gold  
 ♦31 E 4831—Medium gray      Each.....\$5.98

Available after Feb. 1st, 1946

**B** The polka-dot dress in Crown-tested French-type rayon crepe. Stunning color contrast achieves that long-line redingote look... slim strips trimmed with shiny buttons are added for show. Has the clean shirt-top lines you love. Smooth side placket closing. Dry clean. Sizes:  $14\frac{1}{2}$ ,  $16\frac{1}{2}$ ,  $18\frac{1}{2}$ ,  $20\frac{1}{2}$ ,  $22\frac{1}{2}$ ,  $24\frac{1}{2}$ ,  $26\frac{1}{2}$ ; size scale on page 37. Please state size. Shipping weight, 1 pound 8 ounces.  
 ♦31 E 4835—Gray with fuchsia (purplish rose) .....\$5.98  
 ♦31 E 4836—Navy blue with medium green.....\$5.98

**C** The side-buttoned dress in a crisp-bodied spun rayon cloth, that is hand washable; use Lux. Deep-diving scalloped neckline is adorned with embroidery and big bow tie. Sizes:  $14\frac{1}{2}$ ,  $16\frac{1}{2}$ ,  $18\frac{1}{2}$ ,  $20\frac{1}{2}$ ,  $22\frac{1}{2}$ ,  $24\frac{1}{2}$ ,  $26\frac{1}{2}$ ; size scale on page 37. Please state size. Shipping weight, 1 lb. 8 oz.  
 ♦31 E 4840—Aqua blue .....\$5.98  
 ♦31 E 4841—Medium rose .....\$5.98

Available after Feb. 1st, 1946



**A The Button-front Dress \$5.98**



**B** The Polka Dot Dress \$5.98



**C** The Side-Buttoned Dress \$5.98

Everything at Sears is available on Easy Terms . . . the easy way to buy . . . see inside back cover for complete details.

ALL PAGE 39 . . DRESSES

**Kerrybrooke** \$5.98 Each

Sears Famous Dresses

In sizes 34 to 52; 14½ to 26½

**Crown-tested French-type rayon crepe proudly boasts Sears superior Kerrybrooke tailoring . . hand wash separately; use Lux.**

- WAISTLINES, YOKES and shoulder seams are taped
- ALL SEAMS pinked. Side seams are pressed open, 7/8-inch wide to allow for easy letting out
- SLEEVE BOTTOMS have deep, blind stitched hems
- SKIRT HEMS are blind stitched, 2 inches deep for lengthening • Fine stitching throughout
- SHOULDER PADS of a fine quality are detachable
- TALONZIPPER plackets. Close-stitched buttonholes
- NATIONALLY KNOWN laboratory tested fabric



Crown-Tested French-type rayon crepe is a smooth, long-wearing fabric identified by the Crown-Tested tag. Tests show it will not change visibly in color, texture or shrink in size more than 2%, if instructions for care and hand washing are carefully followed; we recommend Lux.

- A Women, Half Sizes.** Two-piece effect dress has slimming front peplum. Detachable white dickey. Skirt-front pleats. French-type rayon crepe. Shpg. wt., ea., 1 lb. 8 oz. Women's sizes: 34, 36, 38, 40, 42, 44; size scale on page 51. State size.
- |                            |                            |
|----------------------------|----------------------------|
| ♦31E4600-Med. green \$5.98 | ♦31E4845-Med. green \$5.98 |
| ♦31E4601-Med. gray \$5.98  | ♦31E4846-Med. gray \$5.98  |
| ♦31E4602-Med. blue \$5.98  | ♦31E4847-Med. blue \$5.98  |

- B Women, Half Sizes.** Self looping in scroll design trims V-neck ending in two bows. Shoulder shirring. Gored skirt. French-type rayon crepe. Shpg. wt., ea., 1 lb. 8 oz. Women's sizes: 34, 36, 38, 40, 42, 44; size scale on page 51. Please state size.
- |                           |                           |
|---------------------------|---------------------------|
| ♦31E4605-Med. gray \$5.98 | ♦31E4850-Med. gray \$5.98 |
| ♦31E4606-Med. rose \$5.98 | ♦31E4851-Med. rose \$5.98 |
| ♦31E4607-Med. blue \$5.98 | ♦31E4852-Med. blue \$5.98 |

- C Women, Larger Women.** Button front classic with self corded top pockets, removable white over collar. Gored skirt. French-type rayon crepe. Shpg. wt., ea., 1 lb. 8 oz. Women's sizes: 34, 36, 38, 40, 42, 44; size scale on page 51. Please state size.
- |                            |                            |
|----------------------------|----------------------------|
| ♦31E4610-Med. rose \$5.98  | ♦31E4900-Med. rose \$5.98  |
| ♦31E4611-Med. green \$5.98 | ♦31E4901-Med. green \$5.98 |
| ♦31E4612-Navy blue \$5.98  | ♦31E4902-Navy blue \$5.98  |

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**Women's dresses in  
Mallinson's superior rayon  
fabrics...we chose  
costly-looking rayon crepe  
for dress-up magic and  
crush-resistant Cruisaline  
in bright prints for  
dramatic simplicity...then we  
priced them in keeping with  
Sears value-giving policy**

**\$7<sup>98</sup>**  
Each

**A** Two-color triumph in dress-up magic gives a bright new season look. We've done the yoke in delicate pastel for sheer feminine flattery...then we set it off with fancy buttons marching across the bottom fold. Self fabric buckle belt. Graceful hanging gored skirt. Mallinson fine quality rayon crepe for four-season wear. TALON zipper placket. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44; size scale on page 51. *Please state size.* Shipping weight, 1 lb. 8 oz.  
♦31 E 4615—Navy blue with light blue.....\$7.98  
♦31 E 4616—Black with pink.....\$7.98

Available after February 1, 1946

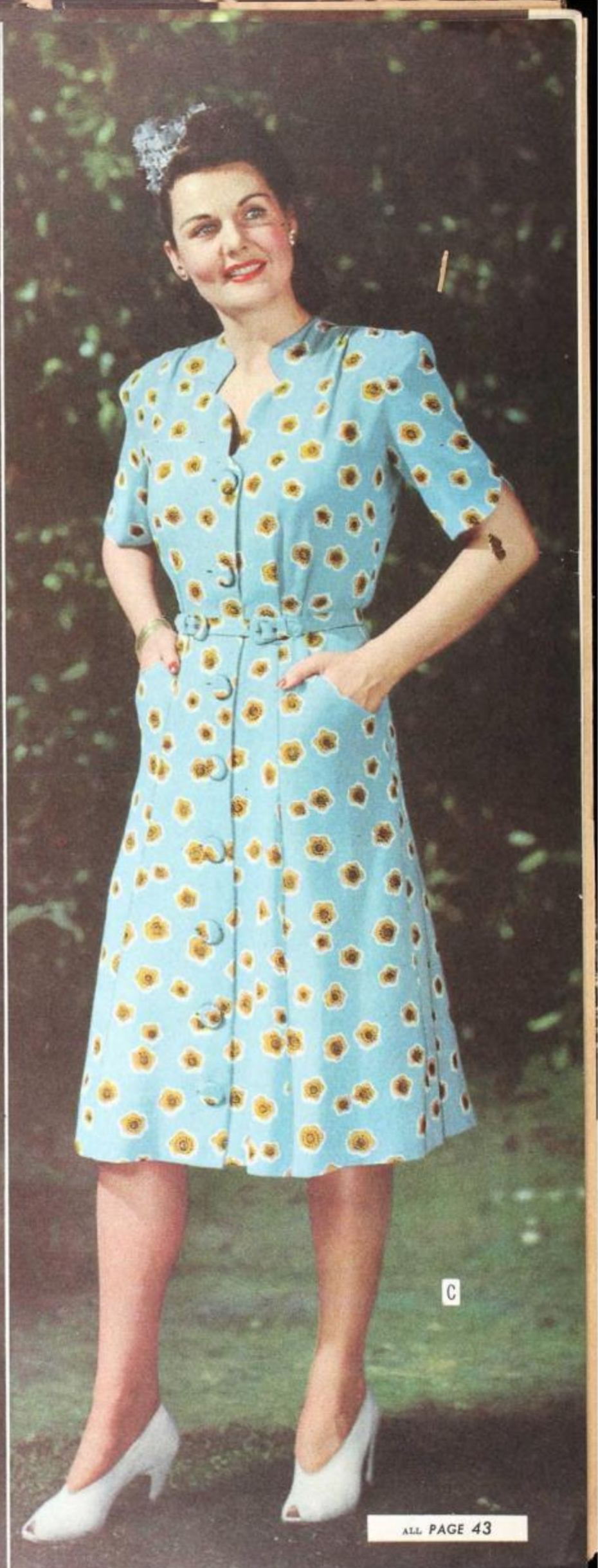
**B**  Surplice dress scores fashion wise with smart fold that goes from waist to hem. Gathers set on yoke are fitted at waist with trim darts. Side pleats on skirt front; gored back. Rayon Cruisaline in gay print. Zipper placket. Hand wash separately; use LUX. *Sizes:* 34, 36, 38, 40, 42, 44; scale, page 51. *State size.* Shipping weight, 1 pound 8 ounces.  
♦31 E 4620—Light blue with brown print.....\$7.98  
♦31 E 4621—Medium gray with white print.....\$7.98

**C**  Button-front has magical beauty in its diamond shaped neckline...striking novelty print and long, slim lines. Curved set-in side pockets add interest to graceful gored skirt. Self twin-buckle belt, covered buttons. Rayon Cruisaline. Hand wash separately; use LUX. *Sizes:* 34, 36, 38, 40, 42, 44; scale, page 51. *State size.* Shpg. wt., 1 lb. 8 oz.  
♦31 E 4625—Aqua blue with gold print.....\$7.98  
♦31 E 4626—Medium gray with red print.....\$7.98

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**A**



**Kerrybrooke** \$5.98 Each

Sears Famous Women's Dresses

**Bemberg\* rayon sheer  
in figure-slenderizing prints  
is tops for Spring through  
Summer wear, especially when  
it's teamed with the precise  
tailoring that goes into  
Sears Kerrybrookes . . just  
hand wash separately; use Lux**

- WAISTLINES, YOKES and shoulder seams are taped
- All SEAMS pinked. Side seams pressed open and 7/8-inch wide to allow for letting out
- SLEEVE BOTTOMS have deep, blind-stitched hems
- SKIRT HEMS are blind-stitched and 2-inches deep for lengthening. Fine stitching throughout
- QUALITY SHOULDER PADS are tacked, detachable
- CLOSE-STITCHED BUTTONHOLES are uniformly spaced. Nationally known tested fabrics



\*Registered

Bemberg\* Rayon Sheer prints are certified for washability and serviceability. Chosen by fashion-knowing women everywhere for their clear, crisp colors and their easy-to-keep band-box fresh look.

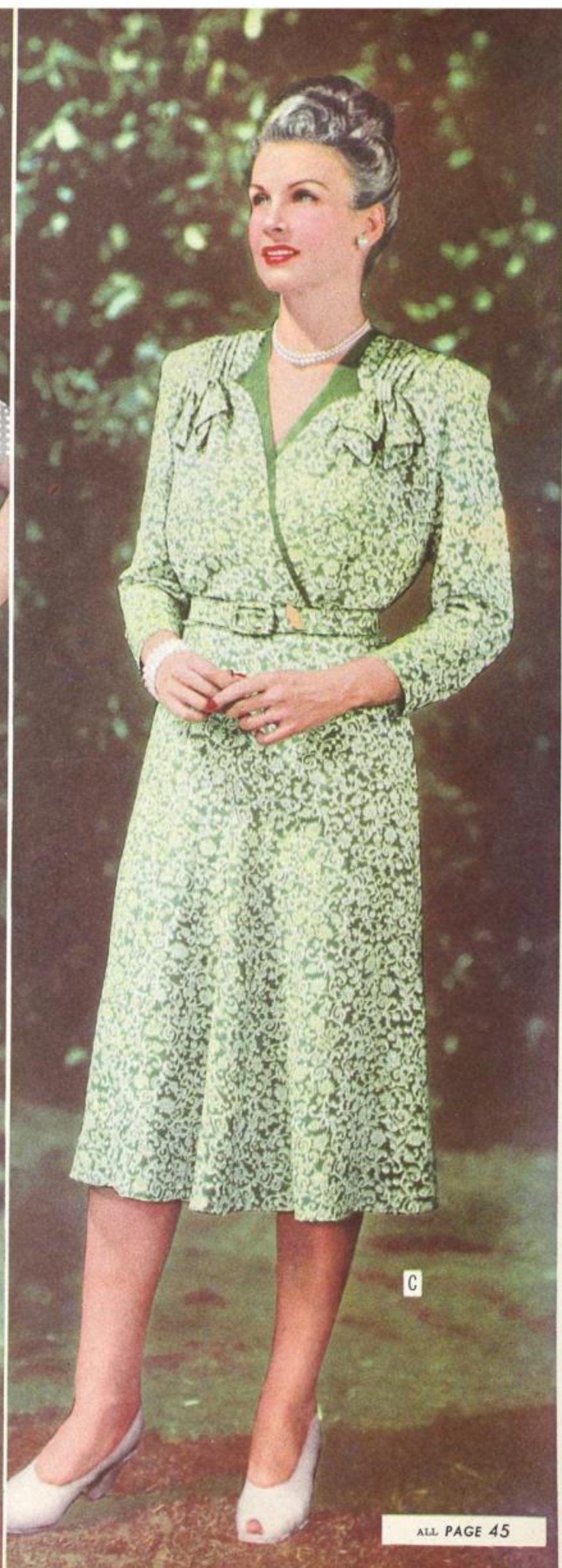
**A** Two-piece effect dress is a picture of loveliness with self ruffles edging the petal collar down to waist and shaping a front peplum effect on gored skirt. Bracelet sleeves. Bemberg rayon print. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 51. State size. Shpg. wt., 1 lb. 8 oz. ♦31E4630-Med. blue ♦31E4631-Med. green. Ea. \$5.98

**B** Button-front has charming roll collar edged with white ruching. Self cording is looped into flower pocket effect. All-round gored skirt. Self belt. Bemberg rayon in polka dot. Sizes: 34, 36, 38, 40, 42, 44; scale on page 51. State size. Shipping weight, 1 lb. 8 oz. ♦31E4635-Med. gray ♦31E4636-Navy blue. Ea. \$5.98

**C** Slimming surplice neckline is edged with dainty rayon sheer. Shoulder gathers are caught with bow drawn through ring. Bracelet sleeve. Gored skirt. Self belt. Bemberg rayon in scroll print. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 51. State size. Shpg. wt., 1 lb. 8 oz. ♦31E4640-Med. green ♦31E4641-Med. rose. Ea. \$5.98

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**Sears finest dresses for women, cut from important fabrics  
in slim, young lines...superbly tailored to the smallest detail**

**\$8.98**

These dresses have all the fine features of Sears outstanding Kerrybrookes, plus the best type of top stitching throughout, double stitched armholes...TALON zipper plackets...the season's newest, soft styling...which shows why smartly dressed women buy their fashions at Sears.

Fine rayon crepe is moulded into slimming silhouette by creating a panel effect with scallops from shoulder-line to hem. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44; size scale, page 51. *State size.* Shpg. wt., 1 lb. 8 oz.  
♦31 E 4650—Medium green ♦31 E 4652—Navy blue  
♦31 E 4651—Light blue Each .....\$8.98  
Available after February 1, 1946

**\$9.98**

Gay border print in rayon jersey has significant fashion news with its bright coloring and beautifully simple styling. Soft roll collar. Tiny bows trim shoulder shirring. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44; scale, page 51. *State size.* Shpg. wt., 1 lb. 8 oz.  
♦31 E 4645—White with fuchsia rose print....\$9.98  
Available after February 1, 1946